

EXPERIENCE JAPAN IN NEW YORK CITY

# CHOPSTiCKS NY

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Uncover Japan's  
Regional Gems

SPECIAL INTERVIEW

Daniel Boulud  
(Chef/Restaurateur)

[www.chopsticksny.com](http://www.chopsticksny.com)



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See three of the areas of this month's issue in *Japan's Regional Gemstone*. To get our regional guide, check out the second article from page 6.



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© Keiji Takigami

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© Keiji Takigami

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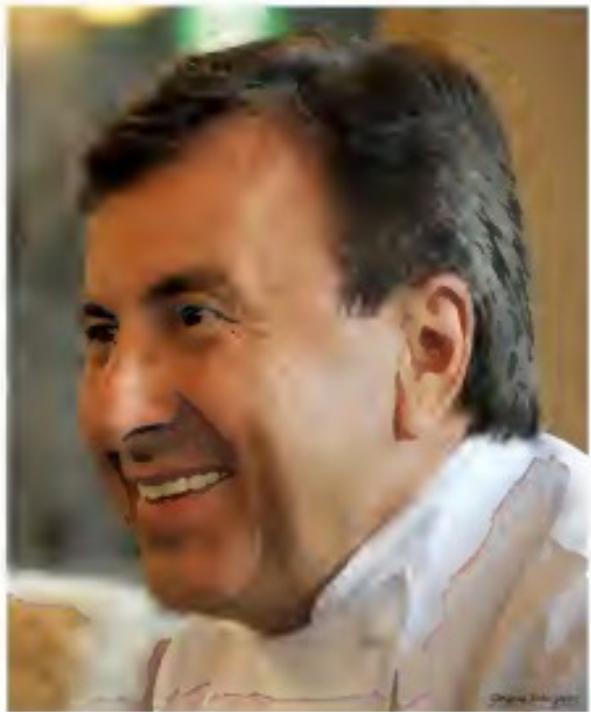
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# "THE BEST WAY WE CAN ASSIST THESE NOBLE PEOPLE IS BY GOING TO COOK FOR THEM IN PERSON"

— DANIEL BOULUD



**DANIEL BOULUD**, a native of Lyon, France, is considered one of America's leading culinary authorities. In New York City the chef offers Bar Boulud, Côte Boulud, 20 Bistro Moderne, GR88 Kitchen and Bar, Boulud Sud, and Epicure Boulud in addition to DBNR... Outside New York, he has restaurants in Miami and Palm Beach, FL, and internationally in London, Singapore and Beijing, offering uniquely ingredient-driven, seasonal, French-American cooking. Chef Boulud is the recipient of three James Beard Foundation awards, including Outstanding Chef and Outstanding Restaurateur and was named a Chevalier de la Legion d'Honneur by the French government as well as "Chef of the Year 2011" by The Culinary Institute of America. He is the author of six cookbooks and the creator and host of the television series, *After Hours with Daniel*.

On July 3rd, Kawasaki City, an area heavily affected by the 3.11 earthquake and tsunami, was inundated with local people and media crews from all over Japan. Their reason for coming was the lunch prepared by the world-renowned chef from New York. Celebrated chef and restaurateur, Daniel Boulud, fed the drama team and brought the goodwill lunch event "New York Cooks for Tohoku" success. Right after returning from his trip to Japan, he talked about the once-in-a-lifetime experience.

## Would you tell us the mission of "New York Cooks for Tohoku" project?

We wanted to serve water, tasty dishes to the people in Kamaishi City. I understand monetary contributions are extremely helpful to the recovery effort, but I asked myself, "What can we do for them on chef?" Then I came to conclusion, "As chefs, the best way we can assist these noble people is by going to cook for them in person, offering this lunch as a gesture of comfort and good will." Also, we wanted to send a message that Japanese ingredients are safe to the world, by actually going there and using Japanese ingredients. Plus by traveling the Tohoku region, we hoped to show that it's safe to travel there as well!

## How did the project start, first of all?

Mr. Eric Thrasher CEO of Xcel Energy & Resources, and Mr. Fujisawa executive of Nippon Steel Corporation, dined at my restaurant in mid-May. I had a chance to talk with them about the tragedy that had occurred in Japan. Mr. Thrasher told me that Kawasaki City where Nippon Steel has its factory, was one of the heavily damaged areas and some of the Nippon Steel employees had lost their lives. Since Nippon Steel is the longtime business partner of Xcel, Mr. Thrasher was concerned about the people in the area so much

and he had been thinking about what he could do. Then he asked me to go to the city and encourage the locals by serving my food. Of course I agreed with him. Right after that I called my fellow chef's and friends to help me; one thing led to another, and everything went just crazy until the end of the project.

#### What kind of food did you serve there?

While creating the menu, we were informed that there were many elderly people in the evacuation center, some of whom suffered digestion problems after the long, stressful time. I planned to make a soy sauce at first, but after the report I changed my plan and made miso soup. Each chef created his own dish, but all of them took the people's health condition and taste preferences into consideration. We also heard fresh vegetables are in short supply in the area, so we incorporated fresh vegetables as much as possible. Incorporating local specialties from the Tohoku area was part of our mission as well. The rice we used was the Hidemoto variety from Iwate Prefecture, and there were apples, garlic, cherry tomatoes, zing beans, chicken thighs and beef; all of it was excellent.

#### What was the reaction of the evacuation center?

The food was all gone, and everyone exclaimed, "oishi" (tastes great)! I felt so glad that I could give them happiness. It was a rewarding experience.

#### Is there any new Japanese ingredient you discovered while in Japan?

Well, since our itinerary was really tight, I did not have enough time to explore new ingredients there. But I realize that there are really high quality ingredients in Japan not only ingredients but also the cuisine as a whole. I believe that there is not a single chef who does not have any influence from Japanese cuisine.

#### You visited Tsukiji Fish Market in Tokyo. Would you tell us about your impressions?

It's the most vibrant fish market in the world, where you can really feel the history and knowledge of all the generations of fishermen and salesmen who have been working there. Coming from Europe and having seen wonderful markets, I've never experienced something so teeming with life, both the fish and the people!! And, like any good traditional market, you can eat the food at that market on the side alongside a sushi breakfast of champions.

— Interview by Taeko Takigami

## New York Cooks for Tohoku

**New York Cooks for Tohoku** was a project to serve goodwill lunch in the city of Kamaishi, one of the devastated areas from the 3-11 earthquake and tsunami, and encourage people who are still recovering. The project, initiated by Mr. Ernie Thresher of Root Energy & Resource and Chef Daniel Boulud of DBARIS, and many celebrated chefs and cooking authorities responded to Chef Boulud's call and volunteered for the project. Participating chefs included David Bouley (Bouley, Brushstroke), Floyd Cardoz (North End Grill opening fall 2011), Craig Koketsu (Pork Avenue, Spring), Tetsuya Ono (Matsuri), Francois Payard (Payard Bakery), Michael Romano (Union Square Cafe and Union Square Hospitality Group) and Bill Telepan (Telepan), as well as Tokyo based Patrice Marchoux (Pince), The Peninsula Tokyo. The event was held on July 3, but the New York based chefs departed for Tokyo on June 29. They spent July 1 and 2 doing initial culinary preparations in Tokyo. Early on the morning of July 3, the chefs and the food they had prepared with fine Japanese ingredients, traveled to Kamaishi and then on to the local community facility where they served lunch to over 2,000 people. Each of the visiting chefs personally served his own signature dishes, offering the simple pleasure of a good meal.

More of the story about the project on page 15, reported by Taeko Takigami, head coordinator of New York Cooks for Tohoku



► Chef Daniel Boulud cooks sea urchin from Hokkaido, which has such an excellent flavor. In this New York Cooks for Tohoku project, chefs incorporated as many local ingredients as possible to exhibit their safety and to emphasize their quality. Food preparation was conducted in the kitchen courtesy of Gran Hotel Tokyo Bay Hotel.



► Serving directly to the local people and talking with them multiplies the understanding of each other. What the people receive is not only great food but also warm sincere emotion from the chefs.



► Chef Boulud's creation is full of local flavors. Considering nutritional balance, the tender meatless was served with a variety of vegetables.

All photos courtesy of Kameji Takigami

**© Shop****WAZA Bringing Rich Japanese Cultural Tradition to the City**

**O**n the day commemorating our country's independence, another new birth was celebrated: WAZA, a shop and showroom featuring Japanese traditional handicrafts, opened on the second floor of Kikanjyu Bookstore. The store's name combines the Japanese characters for "wa," or harmony, and "waza," or the skilled techniques used by Japanese craftspeople. According to Tatsuya Ito, CEO of the company Xline Corporation that designed the shop, "WAZA attempts to resurrect Japanese tradition that is being lost, as well as provide a new value when foreigners incorporate these goods into their lifestyles. In this way, new life is breathed into the products, and they will continue to evolve."



Some of WAZA's offerings are made of tin, the most expensive metal after gold and silver. They take unique forms such as a bendable basket, and tableware with a gold leaf lined inside. Another aspect of

the collection that should not be missed is the *Itazuri* glasses, whose bases are decorated in the style of this famous pottery. Perfect for summer are the *sabai*, or bamboo window shades, which have historically been used to keep Japanese houses cool and here come in wood and washi (Japanese paper) versions.

The highlights his philosophy toward both life and business as "taking chances and never losing your sense of excitement as you do." The WAZA collection is sure to stimulate its New York audience, who will look forward to the new additions that accompany its inevitable growth.

Info: **WAZA Art Kreations**, 1201 Avenue of the Americas, 2nd fl. (bet. 40th & 41st Sts.), New York, NY 10019; 718.848-0324 | [www.waza.com](http://www.waza.com)



Tansu, or wooden boxes dried with washi, are hand crafted and each one takes a month to make.

**© Food****Spice Up Your Cooking with S&B's Wasabi Sauce**

**W**asabi is booming in the U.S. and it's not just due to the proliferation of sushi restaurants. Products such as wasabi peas are now sold in typical supermarkets and recipes featuring wasabi, such as wasabi mashed potatoes and wasabi guacamole are increasingly popular. Just in time to capitalize on this trend, S&B Foods, Inc., a leading manufacturer of wasabi products and other condiments in Japan and worldwide, has released its new product, **S&B Wasabi Sauce**.

Wasabi Sauce is milder and creamier than wasabi paste, making it the perfect condiment not only for Japanese food, but also with many western dishes. Try some on a steak, chicken breast or salmon fillet, or on a sandwich instead of mayonnaise. It's great as a salad dressing too, or as a dip for French fries, chips or vegetables. Wasabi Sauce marries these staple dishes with creamy, spicy authentic, wasabi goodness. Plus, wasabi is thought to promote

health by killing harmful bacteria and stimulating the appetite. By combining the authentic flavor of fresh wasabi with a creamy texture, all in a convenient and easy-to-use squeeze bottle, S&B has cracked the code that has eluded wasabi manufacturers for years. It's never been easier (or tastier) to jump on the wasabi bandwagon.



Also new in the market, S&B's **Yuzu Kosho** is the condiment you might want to add to your kitchen this summer. A popular condiment in Kyoto, southern Japan, the pungent paste made from green chili pepper paste and yuzu citrus adds a spicy, sour zest that can refine all kinds of cooking.

Info: **S&B International Corporation**, [www.sbsusakosho.com](http://www.sbsusakosho.com)



## © Drink

## Craftsman Created Japanese Artisanal Beer: The Premium Malt's

**W**iskey and shochu from the Japanese brand Suntory have a solid presence here in the U.S., and the company is adding beer to this stellar collection. Suntory's skilled craftsmen applied their know-how to develop a beer with long-lasting foam, and their hard work paid off in enabled the creation of the high-quality beer The Premium Malt's. This beer received top prize in the Monde Selection beer category for three years straight from 2005-2007, and it has also been honored with the Chairman's prize from the Master Brewers Association of the Americas. The Premium Malt's has long been a favorite in Japan, and is now available to an American audience.

First and foremost is its amazing taste, displaying a bold, elegant aroma and a refreshing, dry finish. The initial crisp bitterness quickly fades, leaving behind delicate notes that linger on the palate. Careful ingredient selection is one factor contributing to the beer's excellence, such as using fine aroma hops such as Saaz from the Czech Republic. For the barley and malt, the locales where their products are grown are visited to ensure only top quality ingredients are utilized. They are then combined with pristine natural water to make The Premium Malt's.

Suntory understands the power of people in making a product that tastes good. For this reason, it views its craftsmen as an essential part of operations. During the manufacturing process, the temperature is raised twice (as opposed to the usual once), a method known as "double diastation" which brings out the malt's original umami. But besides these technical aspects, it all comes down to enjoying this delicious drink. Suntory recommends savoring a "golden ratio" of 30% foam to 70% beer when you pour. So imbibe responsibly and enjoy!

Info: [www.suntory.com/beverages/](http://www.suntory.com/beverages/)  
#CInternational (U.S. Institute) [www.jci.com](http://www.jci.com)



## © From Japan

## Japanese Summer Forecast: Sun and "Setsuden"

**T**he Japanese are taking some unusual approaches in order to keep cool during this steaming summer. Since the earthquake and tsunami in March, foremost on everyone's minds is "setsuden," or energy conservation. This means using less air conditioning, making it necessary to find creative ways to beat the heat.

For example, there is a bitter melon called the gyoza used in Japanese cuisine that is now receiving attention for its cooling effects. Currently people are growing them in window boxes or backyards as they are said to help keep temperatures down. The Skylink restaurant company is customizing the gyoza to create "green curtains" outside the windows of several hundred Tokyo locations. The plants should have a natural shade to cool the interiors, reducing the business's reliance on air conditioners. The clothing chain Uniqlo is also cooling people down with its "power conservative box" line. This includes products like the Dylux undershirts and underwear, said to absorb sweat and dry quickly.

Hotels are also capitalizing on customers' desire for setsuden, unveiling

special packages with terms like "Setsuden Cooperation Appreciation Plan." This deal debuted in July at Mitsui Garden Hotels and it rewards clientele for their setsuden efforts. A discount is offered if they check in after 8 p.m., as this enables hotels to avoid electricity use during peak hours. Other hotels are appealing with taglines such as "You can save energy more than being at home," and clothing group room rates by as much as 60%. Motivation for this effort largely comes from making up for the loss of foreign visitors, whose numbers have yearly declined post-disaster, but hopefully setsuden efficiencies will continue even when these numbers rebound back to normal.



Illustration by Miki Isono

# NEW SENSATION "WA" MODERN WAZA IS NOW OPEN



W A Z A

Combining the characteristic Japanese concept of "wa" (harmony), developed over many years of history and culture, and the "waza" (skilled techniques) utilized by Japanese craftspeople, WAZA is a brand of the finest Japanese products. With a shop set up on the 2nd floor of KINOKUNIYA Book Store on the west side of Bryant Park, they sell to general consumers as well as buyers and distributors. They also operate a showroom where you can see and hold in your hands items representing the latest in Japanese design and technique. Experience the essence of Japanese craftsmanship with WAZA.

## Nousaku 銅鑄風鈴

**WIND BELLS** — Using techniques acquired from producing bellhives after fittings and bear repelling bells, Nousaku's wind bells offer the beauty of material beauty and the clear sound that only brass can produce. They are individually handcast by craftsmen and feature colored platings that heighten the appear-ance of the original material, as in gold cast for Gold, silver plating for Silver, and copper plating for Pink Gold.

### SILVER

These wind bells are made from refurbished lead bells. So they were fashioned to produce both Japanese and Western sounds.

### ONION

These onion shaped wind bells produce the high-pitched tones that are especially beloved by the Japanese. You can clearly hear the difference in tone when compared to the slim bells.

### HORN

Wind bells are craft works that require extremely difficult fine-tuning of both sound and design. Fusing only sound and the design will be boring and simplistic. Fusing any design and the sound will be empty and dull! These bells are designed by Hase Igurosho and the craftspeople strive to make them as close to the design as possible while simultaneously crafting them to make the best possible sound. This item is a rare gem that achieves a marvelous balance of design and sound.



SILVER



ONION



HORN

## Daiko Industrial 大湖産業



**SUDARE** — Sudare are window shades made from bamboo that were used long ago to keep Japanese houses cool. These days sudare are used as curtains and room dividers and sudare made or designed by special craftpeople are becoming increasingly popular.

### HAND WOVEN SUDARE

Just as the name indicates, hand woven sudare are made by craftspeople who gently and carefully craft them by hand with a loom. These soft and valuable items are made from linen with needles and brush clever interweave to create designs and patterns. This method produces a warmth and texture that cannot be matched by a machine.

### #Sudare is not sudare!

Washi Sudare consists of washi (Japanese paper) with washi patterns (patterns that feature long visible fibers binding it all down) with washi (the double face made of bamboo) attached. The shades cast by the washi patterns washi and the overlapping hedges create an elegant atmosphere. The washis comes in light yellow, white, red, light pink,

# UNCOVER JAPAN'S REGIONAL GEMS

Though Japan is a small country, each region has distinct features that come across in its food, products, crafts, dialect, and the personality and tastes of its people. Exploring the regional diversity and appreciating each region's unique culture will enrich your view of Japan.

## Enjoy Japan in a Day! -Prefecture Specialty Shops in Tokyo-

Today, prefecture specialty shops that promote local products, foods and cultures, are increasing in Japan. Called "hometown (hometown) antenna shops", most of the shops converge in Tokyo, allowing people to enjoy Japan's regional gems in a day. Here we list the shops located in Tokyo with maps in the Ginza area and Tokyo Station area.

### Featured Regions

Ots City, Tokyo

Okayama Prefecture

### Featured Products

Kanesa Miso Products (Aomori Prefecture)

TATENOKAWA Sake & Liqueur (Yamagata Prefecture)

Yamada Nishiki Rice & Oseki Sake (Hyogo Prefecture)

# ENJOY JAPAN IN A DAY!

## —Prefecture Specialty Shops in Tokyo—

Although Japan is a small country, it is rich in local cultures. Japan consists of 47 prefectures (similar to states in the U.S.), and the unique regional features of each prefecture come across in its food, products, crafts, dialect, and the personality and tastes of its people. The distinctive nature of each prefecture results from varying geographical features, local climates, and historical background. Within the past five years, the number of shops owned and operated by local governments has increased radically. The purpose of these shops is to promote local specialties

and to share a region's unique culture with the rest of the nation. These prefecture specialty shops are called "Prefecture (Prefecturer) antenna shops" in Japan.

Prefecture antenna shops not only sell specialty foods and products but also exhibit crafts and provide local travel information. Some of them give cooking demonstrations and serve freshly cooked specialty foods, such as Okinawa's cuttlefish and aragiri (doughnut), Kagoshima's Satsuma-agi (ried fish), calms, and Hokkaido's melon-flavored soft cream. Also, some prefectures have opened restaurants and

cafes to offer dishes made from locally produced ingredients, cooked with unique preparation methods, and served in traditional ways.

Almost all prefectures have antenna shops in Tokyo. It's difficult to travel all over Japan and appreciate regional specialties one by one, but if you have one full day in Tokyo, you can go prefecture antenna shop-hopping to enjoy them all. Here is a list of the various antenna shops in Tokyo with maps of the Ginza and Tokyo Station areas, where most of the antenna shops are located.





## PREFECTURE SPECIALTY SHOPS IN TOKYO

### Hokkaido Densaku Plaza MAP2-7

2-10-1 Yodobashi Chiyoda-ku  
TEL: 03-5724-9880  
[www.densaku-plaza.jp/tokyo/kanto.html](http://www.densaku-plaza.jp/tokyo/kanto.html)

### Hokkaido Foodst **Kan** MAP2-2

3-3-11 Yoyogi-dori Chiyoda-ku  
TEL: 03-3279-6700 [www.hfdc.co.jp](http://www.hfdc.co.jp)  
[www.ezenni-kousai.or.jp/zenmon/zenmon.htm](http://www.ezenni-kousai.or.jp/zenmon/zenmon.htm)

### Aomori Prefecture Teikusendo Center MAP1-15

1-9-3 Minami-cho, Chiyoda-ku  
TEL: 03-5549-7311 [www.teikusendo-shop.com](http://www.teikusendo-shop.com)

### Nagano Gugya Plaza MAP1-12

5-15-1 Benten, Chiyoda-ku  
TEL: 03-3214-2620 [www.nagano-gugya.net](http://www.nagano-gugya.net)

### Niigata Feriasse **Kan** MAP2-7

2-10-1 Yodobashi Chiyoda-ku  
TEL: 03-3214-2620 [www.bustan.jp](http://www.bustan.jp)

### Akita Kizai-Kan

4-10-8 Terasawa Minamicho  
TEL: 03-5415-1810 [www.akita-biochan.jp](http://www.akita-biochan.jp)

### Miyagi Parco Plaza "EDCO MIYAGI"

1-3-2 Heijin-dori, Ichinomiya-ku  
TEL: 03-5556-0511 [www.edco-miyagi.jp](http://www.edco-miyagi.jp)

### Gifu Tokushu Plaza MAP1-11

1-3-10 Benten, Chiyoda-ku  
TEL: 03-5216-1750 [www.edco-paragonaga.jp](http://www.edco-paragonaga.jp)

### Pakuchikko Prefecture Tenmu Kancho

Konya-Kan MAP2-3  
3-6-21 Denji, Chiyoda-ku

TEL: 03-5715-0895 [www.kf.jp](http://www.kf.jp)

### Fukushima Ichiba

9-3-1 Nagoya-cho, Chiyoda-ku  
TEL: 03-5519-2762  
[www.tokujiyama-fukushima.com](http://www.tokujiyama-fukushima.com)

### Konan Merch "Iwasei Iwasei" MAP1-5

5-2-1 Omotesando, Chiyoda-ku  
TEL: 03-6384-0388  
[www.iwaseiishop.com/iwasei.html](http://www.iwaseiishop.com/iwasei.html)

### Gunma Sage Information Center MAP1-12

5-15-19 Gomei-cho, Chiyoda-ku  
TEL: 03-5214-6511  
[www.gomei.com/gunma/gogyou.html](http://www.gomei.com/gunma/gogyou.html)

### Saitama Antenna Shop

1-11-12 Benten-cho, Chiyoda-ku  
TEL: 03-5559-2259  
[www.saitama-antenna.grande.php?page\\_id=11](http://www.saitama-antenna.grande.php?page_id=11)

### Tokyo At Land

1-12-11 Benten, Minato-ku  
TEL: 03-5214-5599  
[www.saitama-antenna.grande.jp](http://www.saitama-antenna.grande.jp)

### Fuji no Kesi Yumenohoshi **Kan** MAP2-6

3-1-4 Nihonbashi, Chuo-ku  
TEL: 03-5341-9175  
[www.yumenohoshi.com](http://www.yumenohoshi.com)

### Gunmaiken Nagoya **Kan** N'TPACE

8-11-7 Imajima, Showa-ku  
TEL: 03-5515-0717  
[www.ntpace.jp/gunmaiken](http://www.ntpace.jp/gunmaiken)

### Kaga, Noto, Kanazawa Edo Honpo

MAP1-3  
1-5-3 Tomobashi, Chiyoda-ku  
TEL: 03-5209-2883

MAP 2  
Prefecture  
Specialty Shops  
in Tokyo  
Station  
Area

TEL: 03-5219-0576  
[www.tokyo-plaza.jp](http://www.tokyo-plaza.jp)

Niigata Shinkansen **Kan** MAP2-7  
1-4-1 Nihonbashi-Muramachi, Chuo-ku  
TEL: 03-5201-1710 [www.niigata-nanban.jp](http://www.niigata-nanban.jp)

Oide-messe Yonegoshi **Kan** MAP2-5  
3-9-4 Tomobashi, Chuo-ku  
TEL: 03-3231-1163 [www.oide-messe.com](http://www.oide-messe.com)

Iwatehama Amazou Shop "Nataukashima"

8-11-11 Iwamotocho, Minato-ku  
TEL: 03-5462-8163  
<http://nataukashima.jp>

Kagoshima Yutenki Tenmabashi Tenmabashi **Kan**

MAP1-1  
3-79-10 Umehara, Minato-ku  
TEL: 03-3514-7792  
[www.umehara-tsunamabashi.com](http://www.umehara-tsunamabashi.com)

Marugame Sushi **Kan** MAP1-10

1-3-10 Benten, Chiyoda-ku  
TEL: 03-5518-0367 [www.marugame-sushi.com](http://www.marugame-sushi.com)

Kochi-kyo

3-7-7 Ochiai-Higashi, Minato-ku  
TEL: 03-5419-2160  
[www.kochi-kyo.jp](http://www.kochi-kyo.jp)

Kochi Market

8-10-1 Yurakucho Chiyoda-ku  
TEL: 03-5519-5125  
[www.kochi-market.com](http://www.kochi-market.com)

The Wakai **Kan** MAP1-7

3-10-1 Yurakucho Chiyoda-ku  
TEL: 03-6239-1860

Gifu Kamisaka **Kan** MAP1-6

5-3-16 Benten, Chiyoda-ku  
TEL: 03-5519-1147  
[www.kamisaka.com](http://www.kamisaka.com)

Miyagaki Gyoen Tokyo Chokusan-ji

4-10-1 Benten Chiyoda-ku  
TEL: 03-5512-8161  
[www.miyagaki-gyoen-tokyo.com](http://www.miyagaki-gyoen-tokyo.com)

David Okia (Restaurant) **Kan** MAP1-8

3-1-2 Gotanda 1-chome, Shinjuku-ku  
TEL: 03-3565-0322 [www.okia.com](http://www.okia.com)

Sakaimachi Miyako **Kan** "Sakaimachi"

2-1-1 Nagoya, Miyakojima  
TEL: 03-5119-7764  
[www.sakaimachi.jp](http://www.sakaimachi.jp)

Kagoshima Karatsu **Kan** MAP1-5

1-8-4 Tomobashi, Chiyoda-ku  
TEL: 03-5206-0177  
[www.pref.kagoshima.jp/gokuakuhan](http://www.pref.kagoshima.jp/gokuakuhan)

Gizan Washi-za **Shop** MAP1-5

1-3-4 Gotanda, Chiyoda-ku  
TEL: 03-3535-0591 [www.washiduka.com](http://www.washiduka.com)

\*The information displayed here is correct as of July 15, 2011.

\*Specialty shops managed by villages, towns, and cities are not included in this list.

# Enjoy Tokyo 10 Minutes from the International Airport

Tokyo's Ota City is where Haneda Airport, which has direct flights from NY, LA and SF, is located. It can be called the "closest part of Tokyo to America." It is also a place where you can experience the life of a Tokyo resident in the shortest amount of time.

## OTA CITY: THE BOORWAY TO TOKYO

In October of last year, a new international terminal opened at Haneda Airport. From the airport, located in Ota City, you can easily access Shinagawa and Shinjuku in central Tokyo. Ota City is known as the doorway to Tokyo, and it is filled with many charms of Tokyo such as lively shopping streets, quiet residential areas, culturally rich temples, shrines and historic sites, and small factories that support the world's industries. Different from areas such as Akihabara, Ginza and Asakusa which have been altered for tourism, Ota City allows you to see a different side of Tokyo.

## OTA CITY FILLED WITH PLACES OF INTEREST

The special characteristic of Ota City is how each of its areas has its own distinct flavor. It is the pier of Tokyo with the most shopping arcades and walking down them you can see the faces of those who live there. It is particularly vibrant near the JR Karuna Station, where you can satisfy your hunger in a variety of eating establishments as well as enjoy interacting with shopkeepers and their employees as you look for unique items in the shopping district. Also, in the Kamimino and Higashio area you can find black hot springs which are aptly named "Kuroyu" or black water. Hot springs are spots of relaxation for the locals, so make sure to try the Kuroyu when visiting. The

southern district is lined with small factories that boast the leading technology which has supported Japan's rapid growth. Because there are many places to see in Ota City, it is fun to just stroll around. Even if it is on your way to Akihabara, Ginza or Asakusa from Haneda Airport, don't forget to make a stop in the microcosm of Tokyo.

## RECOMMENDED TOURIST ROUTES IN OTA CITY

For those who don't have a lot of time, there are two recommended courses that allow you to tour Ota City in 2-3 hours. The first is the "Karuna area walking course." Ride the Keikyu Express from Haneda Airport, and get off at Keikyu Karuna Station. While enjoying the excitement of the shopping district, head towards JR Karuna Station. If you get hungry along the way take a break in a restaurant or cafe, and if you get tired recharge your body in the karuya. The other course is the "Haneda area walking course." Take the Keihin Express to Asahian Iken Station, and visit the temples and shrines in the area starting with Asahian Iken Shrine. Then walk along Haneda's waterfront neighborhood and finish by sampling Haneda's famous dish of "anago tan-don" (salt-water eel tempura over rice).

Using the few hours you have before flying home from Haneda Airport to have a taste of the life of an average resident is especially recommended. Of course, there are many more tourist spots than the ones listed here, so for more details please check out the following tourist information centers.



Ota City is located in the southeastern part of Tokyo, facing Tsurumi-cho. From Ota City, you can conveniently access Haneda Airport and central Tokyo. There are many reasonably priced lodging facilities in Ota City, making it the optimal base for Tokyo sightseeing.



The shopping arcade in Ota City allows you to experience the life of a Tokyo resident.



Akamido Iseki  
This was built in 1810 to protect the people of Haneda from floods. You can appreciate the feel of the good old days or Edo (Tokyo's original name).

Ota City Karuizawacho Karuizawa Iseki



Anago tan-don is the specialty of Haneda. Don't miss scrumptious anago tan-don (anago tempura over rice) there.

What life about Ota City is the variety of shops, accessibility, and reasonable prices. It has an extremely lively shopping street, Ikegami-Dori, where the shop owners have a good relationship with the customers. It is very typical Japanese area and the people are very friendly and open minded. It is also children and family friendly. There are many kids in the area, and parks so the kids could have fun. Ota City is the area that connects Tokyo and Yokohama, so it is very practical. The main line Keihin-Tonosho line is excellent, you can get anywhere in Tokyo in relatively short time.



Also, this area of Tokyo has many trees and flowers, and although it is very city-like, it has a special beautiful green charm to it.

—Etsu Eto, Bento, Ota City

## PLACES TO FIND TOURIST INFORMATION

Haneda Airport Ota City Tourist Information Center  
Haneda International Airport International Terminal,  
2nd Fl., Arrival Lobby  
2-6-5 Haneda-Roku, Ota-ku, Tokyo, JAPAN 144-0041

Ota City Industry Plaza Tourism/Industry Information Center

Ota City Industry Plaza P.O. 2nd Fl.  
1-20-20 Kamata, Ota-ku, Tokyo, JAPAN 144-0082  
TEL: +81-3-3732-0096

Ota City Tourist Association  
<http://o-t.jp/english/index.html>

# A Place Where Traditional, Modern and Natural Co-exist

Okayama Prefecture is the area with the country's most "nice weather days." Because of its warm climate and geographical diversity, a variety of delicious ingredients can be harvested. Many historical ruins remain and there are numerous tourist spots rich with culture.

## WORLD-FAMOUS GARDEN:

### OKAYAMA KOKUSAIEN

One spot you shouldn't miss is Okayama Korakuen, said to be one of Japan's three most famous gardens and a topnotch of three stars in Michelin Green Guide Japan. It was completed in 1700 after 10 years of construction. At the time it was used as a place of rest for feudal lords and to receive guests, and through features like the Noh stage and the tea room you really have a sense of what the daimyo lord lived. This is a stroll through garden that was made for visitors to be able to view the changing seasons as you walk around. There are various flowers such as plum blossoms, cherry blossoms and azaleas in the spring, lotus flowers in early summer and the changing colors of the leaves in autumn, so whenever you visit you can appreciate that particular season. Also, in the tea room located within the garden you can have the actual traditional Japanese cultural experience of drinking matcha (concentrated powdered green tea) made with Bizen-yaki ceramic tea-ware! Okayama Castle is found next to Okayama Korakuen and its black lacquered exterior has earned it the nickname of "Cave Castle." Because it is easily walkable from the garden, you will find yourself wanting to pay a visit here as well!

In town, it is fun to tour the riverside district via boat as if you were in Venice. In addition to the Edo atmosphere, another appeal of the Karashiki Bikan Historical Quarter is its modern side. The Okawa Museum of Art was Japan's first private Western art museum, with a stellar collection displaying works from first-rank artists such as El Greco, Monet and Rembrandt. Another popular spot is Karashiki-higashi Square, re-created from the remains of a former springing mill. These are all within walking distance, so you can experience their charms in a day. There are also plenty of Bizen-yaki shops which you can peek into along the way.



Okayama Korakuen Garden and Okayama Castle are located next to each other within walking distance.

## RICH FOOD CULTURE WITH LOTS TO SAMPLE

Okayama, which is known for its good weather, has many delicious ingredients and food. Besides premium white peaches, it is especially famous for the pomegranate and muscat varieties of large grapes. Recently Memotora grapes have received attention. These grapes are pale green and have soft skin as well as no seeds, so they can be eaten as is. The season for items like these grapes is limited, but there are also processed goods such as fruit compotes which allow you to enjoy Okayama's fruit throughout the year. They are also perfect souvenirs to bring home to family and friends!



Created over one thousand years ago, the non-glazed Bizen-yaki ceramics are reminiscent of "wild" and "rude" elegance.

In terms of food, you must try the famous dish Okayama Beni-zushi. Upon first glance it looks just like chirashi sushi, but it is characterized by its abundance of ingredients. Once you try it, you will see how completely different it is from chirashi. There is a variety of cheap, delicious local cuisine believed by Okayama residents such as Hishou Fried Babe Noodles and Toyoyama Horome Seaweed Udon Noodles. Also, Okayama has a famous sweet called Kubo Dango [jelly dumplings] that you can't leave without trying. Tasting the specialty products and foods that Okayama has to offer will make your tourist experience that much more enjoyable!



The mild climate in Okayama is perfect for growing a variety of fruits that are prized for their quality.

Okayama Prefectural Government Tourism Bureau  
2-6-8 Uchimura, Kita-ku, Okayama-shi  
Okayama, 700-0078  
TEL: +81-86-226-7103  
[www.okayama-japan.jp](http://www.okayama-japan.jp)



Okayama Beni-zushi is a unique type of sushi that is topped with an abundance of local flavors.



The white-walled mansions and willow espaliered along the waterway in Kurashiki City give retro atmosphere.

# Healthy Life with Innovative Miso Products from Aomori

Known for its health benefits, miso (fermented soybean paste) is one of Japan's staple seasonings. Esteemed miso manufacturer, Kanessa Co., Ltd. has developed new miso products to meet people's lifestyles, which even non-Japanese can easily apply to their diet.

## FULL-BODIED, FLAVORFUL MISO IN THE TSUGARU REGION

Located in the northernmost part of Honshu island, the Tsugaru region in Aomori Prefecture is known for its long, cold winters and is blessed with a pristine natural environment. Kanessa Co., Ltd. has produced miso in the region for about 540 years. Due to the cold climate, Tsugaru miso requires 4 to 5 months for aging while other standard miso takes about 2 months. Through the slow, low-temperature maturation process, Tsugaru miso grows larger (flavorfulness) and as a result, it has a powerful yet round flavor.

## INNOVATIVE GRANULATED MISO DEVELOPED BY KANESSA

Kanessa has developed miso products that can be easily used and has promoted ways to incorporate their miso products into everyday lives. Mr. Kazushi Takeuchi, planning and development manager of Kanessa Co., Ltd., emphasizes, "There are many ways to utilize miso in your cooking, such as marinating, making miso soups and dressings, using for sweetened dishes, etc. We are trying to make miso products that meet the fast-paced lifestyles of our modern days." This is why the company developed granulated miso 30 years ago, a first in the miso industry.

Kanessa's granulated miso, called Pala-Miso, is innovative in the sense that it enables simple cooking while retaining real miso flavor and its original health benefits. You might have experienced measure up your cooking tools with miso paste, but Pala-Miso is completely washable while cooking. If you want to make miso soup, just put Pala-Miso in a bowl, add hot water, and stir a few times. Also, Pala-Miso directions in the

hot water quicker than conventional miso. As for the flavor, unlike other types of instant miso (dried, powdered and solid types) that lose real miso flavor during their processing, Pala-Miso successfully retains the same taste of real miso thanks to its unique granulation method. Because the method does not employ a heating process, the microbes in real miso is still alive in this granulated version.

## EASY, REAL AND HEALTHY—KANESSA'S INSTANT MISO SOUP HAS IT ALL

In addition to Pala-Miso, Kanessa is introducing two other instant miso soup products to the U.S.: Half Salt Miso Soup and Shigen Miso Soup. Utilizing the same granulating technique, both products allow you to make flavorful miso soup in a flash. But more importantly, they are healthy. Half Salt Miso Soup is a perfect option for those who worry about sodium consumption. Shigen Miso Soup maximizes the nutritional benefit of shigen, a tiny seaweed dam. One thing in shigen is believed to be effective in improving liver function, rendering it good for hangovers.

## MISOTCHUP:

### HEALTHY SUBSTITUTE IN YOUR QUESO

Another introduction to the U.S. market is Misotchup: a ketchup-like miso product that replicates the Aomori specialty of miso ginger sauce. "We developed Misotchup because we want people to re-imagine the miso as not only for miso soup. The ketchup-like texture is convenient for use in any type of cuisine," explains Mr. Takeuchi. Slightly sweet with the full flavor of Tsugaru miso and a kick from ginger, Misotchup can be a healthy substitute for your regular arugula, mayonnaise, and ketchup. Be creative and have fun with Misotchup to lead a healthy life!



Koji mold is very important for promoting soybean fermentation. Kanessa uses rice koji mold for producing their miso.



Kanessa has produced miso, flavorful miso for about 540 years in the Tsugaru region.

Conveniently granulated, Pala-Miso allows you to make miso soup in a flash and expand your cooking repertoire.



Healthy miso products don't restrict your cooking possibilities. Try it with steaks, barbecue, hot dogs, hamburgers, french fries, sandwiches, salads and salads. The sky is the limit!



From left, Miso soup, Pala-Miso, Half Salt Miso Soup and Shigen Miso Soup.

## Kanessa Co., Ltd.

**Headquarters**  
8-17-20 Nagaishi, Totsukashidai, Aomori,  
Aomori City, Aomori, JAPAN 080-020-1304  
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**Distributed by CENTRAL IMPORTS LTD.**  
56-30 46th St., Bayside, NY 11368  
TEL: 718-229-5868 / [www.cipco.jp](http://www.cipco.jp)

# A New Twist on Traditional Sake From Yamagata

For over 180 years, TATENOKAWA, Inc. has crafted sake locally in the Shonan plain, Yamagata Prefecture. They have brewed sake with "the flavor that makes you appreciate nice". This September, TATENOKAWA, Inc. will finally make its debut in the U.S.

## BREWING WITH THE LOCALS

Located in the northern part of Japan and facing the Sea of Japan, Yamagata Prefecture's Shonan region, well known for producing rice, is surrounded by the snow-capped mountains Mount Chokaiwa to the north and Mount Senzan to the south. In 1832, about 180 years ago, a samurai of the Urusagi clan visited the region and was surprised by the excellent quality of the water in the area. He recommended that the local people start brewing sake. This was the very beginning of TATENOKAWA, Inc., which seized the opportunity to use their rich natural resources to brew sake.

TATENOKAWA takes full advantage of the abundant local agriculture, currently obtaining about 80% of their sake rice from local contract farmers. Among several rice varieties, Daiva Sessomai was developed in Yamagata and is known for producing mild and easy to drink sake. Two of the four TATENOKAWA sakes that are coming to the U.S. derive their flavor from this variety. In addition to producing rice, Yamagata is famous for growing high-quality fruits such as cherries and peaches. TATENOKAWA utilizes these local fruits in their line of fruit liqueurs. Supporting local agriculture as they know their sake, their success contributes to the economic vitality of the region.

## TATENOKAWA SAKE IS EVOLVING

Mr. Junji Sato, the 8th generation president, rebuilt and rejuvenated the brewery, saving it from closing ten years ago. Determined to make only the highest quality sake, he set clear goals to establish a strong foundation for TATENOKAWA brand sake. They would brew junmai daiginjo class sake exclusively with a milling rate of 50% or more, and maintain a flavor that makes one deeper their appreciation for rice.

Mr. Sato's plan did not stop here. He added liqueur to their sake lineup four years ago, and he plans to now series to represent the seasons. He also aims to bring TATENOKAWA brand sake and liqueur to the world in 2012 and develop it as a global brand. TATE-NOKAWA under his helm is continually evolving.

## TATENOKAWA AND KODAKARA'S ARRIVAL IN THE U.S.

Four types of sake and three liqueurs from the brewery will soon be available in the U.S. TATENOKAWA 70 Junmai Daiginjo, made from the highest grade sake rice, "Yamadareishu" with an 18% milling rate, one of the highest in Japan, boasts a mild flavor with a splendid balance between savoriness, sweet taste, sourness and a round aftertaste. TATENOKAWA 33 Junmai Daiginjo and TATENOKAWA 60 Junmai Daiginjo both use local Yamagata rice Daiva Sessomai, with 30% and 40% milling rates respectively. They are refined sakes, that pair perfectly with steaks or in-season vegetables. TATENOKAWA Junmai Daiginjo Nigori Nama Oshikeshu is an unfiltered and unpasteurized amazake rice wine which uses Yamadareishu. As the fermentation is still ongoing inside the bottle, you can enjoy a refreshing sparkling sensation. Mr. Sato suggests, "This sake is better to drink on its own rather than pairing with food."

Borrowed with a lucky name, KODAKARA, their liquor series includes 18 different varieties produced in Japan, but only three of them will be sold in the U.S. KODAKARA Yuzu Sake has a distinctively pungent flavor and can be enjoyed on the rocks. This liqueur is best as a digestif rather than an aperitif. KODAKARA Daiginjo Nigori Umeshu is a daiginjo-based light plum sake and it is slightly cloudy with muted plum. The flavor is very clean, so even people who don't normally drink sake can drink it with ease. This plum sake has won first place in the "Premier Plum Wine Contest" in Japan in 2010. Mr. Sato comments, "KODAKARA Liquor Series is new to America, so I hope you enjoy it!"

**TATENOKAWA, Inc.**  
27 Yamakita, Sakata-shi, Yamagata  
JAPAN 998-0720  
contact@tateno.com.jp  
[www.tateno.com.jp](http://www.tateno.com.jp)



Deeply rooted in the local area, TATENOKAWA, Inc. takes advantage of natural brewing.



TATENOKAWA sake matures during the winter season, while the Shonan plain is covered in snow.

With solid vision and a positive mind, Mr. Junji Sato has been at the helm of TATENOKAWA for 10 years. 2012 is a milestone year for TATENOKAWA, as they embark on the voyage of bringing its business overseas.



KODAKARA series available in the U.S.: From left, Chiku Kiretsu Yogurt Sake, Yuzu Sake, and Bingi Kigori Umeshu.

# Yamada Nishiki: Superlative Sake Rice from Hyogo

Among about 80 varieties of sake brewing rice, without a doubt the most esteemed one is Yamada Nishiki. Invented in the 1920s in Hyogo Prefecture, this king of sake rice is inseparable from the reputation of Nada, a section of the prefecture, as the nation's top sake producing region.

## THE BIRTH OF THE KING OF SAKE RICE

The Nada section of Hyogo Prefecture is traditionally acknowledged as the nation's top sake producing region, and the high quality rice provided by Tamba and Banshu, areas situated northwest of Nada, supports the quality of Nada sake. It has enabled breweries in the region to rise to a prominent position, producing about 30% of all sake made in Japan. On the other hand, demanding requests from brewers have encouraged the development of superior rice farming ability in Tamba and Banshu, farming villages and breweries maintain a system that is a type of exclusive contract for providing and purchasing sake rice. For the village, this gives a sense of security knowing that there is always a buyer for the rice. However, if they fail to consistently provide high quality rice, the village's rating would decrease and the price would go down accordingly. The more serious impact would be reduction of the contract. As a result the farmers and the rice farmers in the regions have not only cooperated with each other but also inspired and encouraged each other to improve the quality of sake rice and sake. The Yamada Nishiki variety was invented from such a culture.

## THE FARMERS' EFFORTS AND LOCAL CLIMATE

Yamada Nishiki rice has a large grain size and distinctive white core that contains an abundance of starch, which makes it ideal for creating low mold. The sake made from Yamada Nishiki is characterized as refined yet complex, and it's known to increase its depth of flavor during the aging process. This is why master brewers nationwide seek Yamada Nishiki and yearn to use it to brew their signature sake for competition entries.

Though Yamada Nishiki rice has many optimal features for brewing sake, it is not easy to cultivate. The grains are over 25% larger in size than standard varieties, and moreover, Yamada Nishiki grows the boldest of any rice. This means that farmers must make special efforts to ensure that the stalks and roots are strong enough so that the rice doesn't topple over while the large and heavy rice grains are nested to maturity.

Yamada Nishiki rice is mainly harvested in the narrow valley of the Tamba Highlands, located in the north of the Rokko Mountains. The terraced rice paddies on the slope are considered especially ideal due to their excellent drainage capability. The unique climate of the area also helps to grow outstanding Yamada Nishiki. During the summer season when the rice grows to maturity, strong sun rays cause the temperature to rise during the day. The Rokko Mountains towering in the south block the warm air coming from the Seto Inland Sea, causing the temperatures to drop rapidly after dark. The difference in temperature between day and night is over 20%. Although Yamada Nishiki is famous outside Hyogo Prefecture, some of the Yamada Nishiki rice there has smaller grains and no white core. This shows how the farmer's effort and the local climate contribute to the production of the best sake rice. Today Hyogo Prefecture produces 80% of the Yamada Nishiki rice grown in Japan.

## TOKUBETSU JUNMAI SAKE BREWED WITH TAMBA STYLE TECHNIQUE

The Tamba region not only produces excellent Yamada Nishiki, but also is the birthplace of the Tamba style sake brewing technique. Known as one of the three best sake brewing styles, brewers using the Tamba style are highly skilled and have a solid foundation of knowledge and the crafted there to establish the foundation of Nada sake. Tamba style brewers at Daiki Brewery esteemed sake producer in Nada, craft Takatsuru Junmai Sake "Yamada Nishiki", using Yamada Nishiki rice and taking full advantage of its unique features.

Takatsuru Junmai Sake "Yamada Nishiki" boasts a rich, strong, full-bodied flavor. When you sip it, the well-balanced depth of flavor expands to fill your mouth. The brewer of the sake in particular about its acidity, and sets the alcohol content at 14% in order not to kill this acidity. "Acidity must be felt clearly in the mouth. It can be better described as need acidity rather than stimulating acidity," says Mr. Odawara, brewmaster of Takatsuru Junmai Sake "Yamada Nishiki". Drink it chilled or at room temperature and appreciate the magnificent balance of umami and acidity.



Mada is a small area facing the ocean, with the Rokko Mountains tower over it. The Tamba Highlands, where quality sake rice is produced, is situated in the north of the Rokko Mountains.



Planting rice is the major event in spring for locals in Tamba. With healthy rice greens and rice stalks, Yamada Nishiki rice is extremely hard to grow.



Yamada Nishiki rice farmed in the Tamba and Banshu regions helped establish the foundation of Nada as the world's top-sake producing region.



Takatsuru Junmai Sake "Yamada Nishiki" offered by Daiki Brewery is a lush, full-bodied sake that boasts fruit and floral flavors and a hint of rice. Its dry finish wonderfully complements rich meals.

David Baker (J.A.S.A.), Inc.  
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[www.custodian.com](http://www.custodian.com)  
Tel.: 718-456-1818



# Conveying Warm Feelings Through Warm Food: New York Cooks for Tohoku

By Tatsuo Takiguchi, head coordinator of New York Cooks for Tohoku

Four months have passed since the unprecedented earthquake and tsunami devastated the Tohoku region, the northeastern part of Japan. The disaster deprived more than 15,000 people of their lives and inflicted tremendous damage on the country. We, the Japanese, have received a large amount of support, both financial and emotional, but unfortunately many individuals and organizations have cancelled their trips to Japan because of fear of aftershocks and radiation. In this circumstance, New York-based top chefs led by Chef Daniel Boulud made the journeys to cook their signature foods for the people in Kesennuma City, one of the most devastated areas. The operation took place from June 29 to July 4.

It was May 24 which Chef Boulud explained his idea of New York Cooks for Tohoku had made me to co-execute the project. I instantly became a trusted to this idea since I had just been thinking about doing something for Japan after personally having experienced the tragedy there. It was in Yokohama when the earthquake occurred. Yokohama was much less damaged compared to the Tohoku region, but even so, I experienced the apocalyptic time through massive blackouts, dense interpretation and telecommunication conditions, causing shambolica and uncertainty from the radiation. So, its aftermath inspired me to volunteer for the project.

Preparation and research are always the keys to making a project successful. Though preparation time for this project was extremely limited, we did our best effort to understand the local people's health conditions, taste preferences, and any information that we should have known for creating the menu. Some chefs had mistakenly thought that all of the Tohoku area was damaged. So I gave a short lecture to provide them with a general idea about the area and explained that the affected area was mostly coastal facing the Pacific Ocean and there were lots of unaffected areas that could provide quality ingredients.

After the two days of preparation in the kitchen at Shizutani Grande Tokyo Bay, we headed to Kesennuma City in the early morning of July 3. We had many concerns about this onsite operation, if they would like our food, if anyone would get sick from food poisoning, and what we should do if we were to run out of, or ran out of flour. But everything went well, wonderfully, and we served a lunch for over 2,500 people. I believe the success of this project came from all of the participants and all the volunteers shared one clear goal and cooperated with each other to accomplish it.

At the event, we met many people who went through extraordinarily tough experiences: those who lost family, friends, etc. A man who lost everything

at the age of 60 came to us and thanked us with a smile. "I really appreciate your hosting us today." One young mother said with tears, "I could not buy a birthday cake for my daughter, so now I'm so happy in her life because of the events." I was so touched by all of these reactions, and of course received the participating chefs, and we all received energy from the people in return. I truly hope this New York Cooks for Tohoku project inspires other organizations and people to launch similar projects.

Finally, I express my sincere gratitude to all the volunteers that provided generous support, Xcel Energy & Resources that sponsored this project, Kappa Steel Corporation, Kenroku Seisakusho R.P.C., The Peninsula Tokyo, Shizutani Grande Tokyo Bay Hotel, Macau Wine, Kinti Brewery and Kesennuma City, as well as the participating chefs, Daniel Boulud, David Bouley, Floyd Cardoz, Greg McElroy, Tetsuya Wakuda, Francois Payard, Michael Romano and Bill Kalinich, as well as Tokyo-based Pitmon Martinus.

## Tohoku Takiguchi

A president of Consulute Inc., Mr. Takiguchi coordinates multi-cultural events and campaigns and works to facilitate communication between U.S. and Japanese food businesses. Additionally, she is engaged in the editorial co-production of *Kotobuki International Edition* and strives to bring information about Japanese culture and cuisine to the people of the world.



At the logistic meeting, the chefs got to know more about the area and the local ingredients.



Chef Daniel Boulud (right) and Chef Francois Payard (left) at preparation kitchen, discussing the dessert menu.



Chef Floyd Cardoz served Chicken Curry with Eggplant and Potatoes. Curry is kids' most favorite dish in Japan. He received two big thumbs up from a local boy.

Asahikawa City Sports Stadium was the venue for this goodwill lunch. Under the blue sky on the green lawn, people enjoyed the dining.



All photos (courtesy of Randi Nagayoshi)



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CI 020	KANSAI (OSAKA)	12:30 p.m. (JST)	0600 (EST)	8:00 p.m. (EST)	NEW YORK

\* Departure/arrival at John F. Kennedy Airport Terminal 1

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# The World Heritage Sites of Japan

## SHIRETOKO

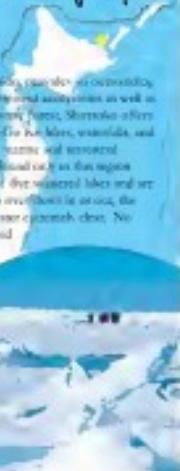
Designated by UNESCO in 2005.

Shiretoko, located in the northeast of Hokkaido, provides an outstanding example of the interaction of nature and human activities as well as between predators. Surrounded by pristine forest, Shiretoko offers rugged forest history, including the Shiretoko Five Lakes, waterfalls, and drift ice in the ocean, as well as a number of unique wet meadows.

Species found in some of which are endangered and found only in this region. The Shiretoko Oku lakes are comprised of five sheltered lakes and are among the highlight of Shiretoko. Because it's shallow in areas, the lakes are filled by springs, which keep the water extremely clear. No vehicles are allowed, and most walks are closed to public access to protect the natural beauty. There are paved and self-guided walking trails and several designated ecological viewing areas.

Witness beautiful waterfalls, cliffs, lakes and meadows by the river or in the unforgotten

Photo courtesy of Heisei no Shiretoko  
http://shiretoko-japan.jp/



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A pagoda-like building, likely the Temple of Heaven in Beijing.

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**CHOPSTICKS NY™ The 4th Annual Cover Artist Contest**

# An Exhibition of The Final Contests

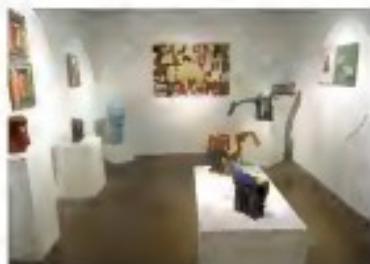
This year, Chopsticks NY chose three prominent artists as finalists: Nick Misani, Ponti Ponti and Isabel Rojas. They will exhibit their original artworks in Annex Art Gallery in Chelsea from August 24 (Wed.) to September 2 (Fri.). The opening reception will be held from 6 pm to 8 pm on August 26 (Fri.). Japanese food and drinks, provided by the sponsors listed below, will be served.

## An Exhibition of the Finalists

**Location:** Annex Art Gallery  
628 W. 20th St., 2W (bet. 10th & 11th Aves.)  
New York, NY 10011  
**TEL:** 212-727-3000 / [www.hpfny.com](http://www.hpfny.com)

**Info:** Chopsticks NY  
[www.chopstickny.com](http://www.chopstickny.com) / **TEL:** 212-431-9970 (x113)

**Time:** August 24 (Wed.) to September 2 (Fri.)  
Opening reception: August 26 (Fri.) from 6 pm-8 pm



## VOTE FOR PEOPLE'S CHOICE AWARD

Online voting will end on July 31.

The three finalists created original Chopsticks NY covers with the theme: "Oshogatsu" or Japanese New Year (shown right). To vote for your favorite artist, go to [www.chopstickny.com](http://www.chopstickny.com), move your cursor over each image and click to enlarge, and click on the VOTE button.



Nick Misani



Ponti Ponti



Isabel Rojas

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Mia Trang One

## LET'S EAT THE SEASON

Cold Corn Soup with Fried Tofu Croutons

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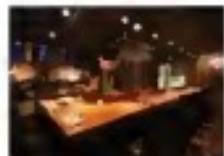
Japanese Restaurant

Asatsu Restaurant

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 Tel. (212) 448-8896 | [www.jukai-nyc.com](http://www.jukai-nyc.com)  
 Lunch: Tue-Sat 12 pm-2:30 pm | Dinner: Mon-Sat 6pm-10:30 pm



A culinary power duo from Japan, a chef husband and a sommelier wife, has just launched their restaurant this spring. Meaning "Sea of Happiness", **Jukai** amuses their clientele by serving unique, modern Japanese from *kanshi* style courses to original dishes that incorporate the elements of non-Japanese cuisine. Chef Watanabe has established his career in Tokyo, Paris and his hometown Fuji-Goko, a famous resort town, and developed his own style that can neither be labeled as one cuisine nor described as fusion. He is truly an indefinable explorer of great taste as he smokes his own salmon, makes homemade ricotta cheese, and even utilizes unusual equipment such as molten lava for char-grilling. "I try to use local ingredients as much as possible, though it's a challenge to duplicate Japanese recipes," he says, implying that he enjoys the challenge. The best way to enjoy Watanabe style cuisine is to try the course menu that ranges in price from \$40 to \$100. The casual atmosphere at lunchtime transforms into a more intimate ambience with dim light and jazzy music at dinnertime. With irresistible food, Jukai will become your new secret hideaway.

## SHOKADO BENTO



Shokado Bentos highlight some of chef Watanabe's signature dishes. 5 pieces of seasonal wild-grilled fish (salmon and vegetables), house-made salmon sashimi, egg soufflé, Japanese-style plates, and grilled fish of the day. It comes with miso soup whose ingredients change daily and homemade dessert.

## 3 Best Sellers

- Shokado Bentos (meaty) ■ Shokado Shokudo (meaty) ■ Jukai Courses (Meaty)
- 229 229 249 249

## JAPANESE, SUSHI, RAMEN

**NEW! IZAKAYA on SMITH**

176 Smith St. (bet. Warren & Wyckoff Sts.) Brooklyn, NY 11201  
Tel. 718/389-2820  
Mon-Fri: 12 pm-11 pm; Sat: 12 pm-Midnight; Sun: 2 pm-10pm

An izakaya (Japanese-style pub) has finally arrived at restaurant row in the Cobble Hill neighborhood, located right off the Bergen St. station. **IZAKAYA on SMITH** offers Japanese bar foods in a bistro-chic space. The organic atmosphere comes from its unique interior design that highlights bare white birch trees and Bowen patterned lampshades that cast shimmering, soft light. Here you can enjoy any of the izakaya standards that you can think of, such as yakitori (grilled chicken skewers), takoyaki (pan-fried octopus balls) and okonomiyaki (Japanese pancakes). "In addition to izakaya-style small plates, we have sushi rolls, ramen noodles, donburi rice bowls and many other Japanese comfort foods that satisfy all customers' palates," says owner of the restaurant. The sake list is simple but carefully selected to pair with their menu. "We try to offer a balanced sake selection chosen from different categories like shochu-based, junmai, daiginjo, and nigori, and we are still adding to the list." Almost 70% of them are of the junmai type, which goes especially well with izakaya foods. Try pairing food and sake as much as you want. You are welcome to get tipsy in this unpretentious establishment.



SALMON MISO, BLACK PEPPER TUNA TATAKI AND TONKOTSU RAMEN



The subtle but tempting miso flavor of Salmon Miso (\$18) truly makes you think it's sashimi. If you are a fish lover, try their fresh-aspect Black Pepper Tuna Tataki (\$19). Those who are in the mood for hearty dishes will be happy about the light and fluffy Tonkotsu Ramen (\$10-\$12).

**3 Best Sellers**

- Salmon Miso \$18
- Tonkotsu Ramen \$10
- Crispy Peking Duck Roll \$11

## JAPANESE, UDON, IZAKAYA

**West Udon Izakaya**

150 E. 46th St. (bet. Lexington and 3rd Aves.) New York, NY 10017  
Tel. 212/620-3627  
Mon-Fri: 11:30 am-11 pm; Sat: 12 pm-11 pm; Sun: 11 pm-10pm

For the udon enthusiast that appreciates variety, **West Udon Izakaya** in Midtown is for you. They have a dozen different kinds of udon from classics like Nabeyaki to some hard-to-find delights like Milu Kinichirō Okon, and Hyaku-ōdōn (cold udon) for the summer. The place gets packed with young adults where night falls as an entire udon menu gets added to the noodle menu they have for lunch. Their dinner time udon menu is very big on henanshiyaki, which are cuisines made from cooked beef and pork offal, known in the Japanese culinary tradition as "stomach builders" that are especially effective for combating summer fatigue, and happen to be great with drinks like beer and shochu. They also have daily specials based on the ingredients they have from day to day, never allowing customers to be bored with their menu. But the greatest thing about the place is the prices. Even the many combination dishes of noodles and rice are only \$12-\$15 and many of the izakaya items are \$2.90 to \$3.90. Also, don't miss the happy hour specials (Mon-Fri 4-7pm), Dark dry subs \$3.50, Yubina beer \$4 and the Sapporo Bucket (6 bottles) \$18.

HYAKU UDON



Hyaku-ōdōn (cold udon) is a special menu for the summer season. It comes with seaweed, bonito flakes, century-tomato, boiled chicken, scallions and mustard in a light soy sauce. The texture of the cold udon is so chewy and satisfying. It is an ultimate summer dish.

**3 Best Sellers**

- Beef Bowl and Udon \$11-\$12
- Chicken Flower Rice with Vegetables \$10-\$12
- Beef Inarizushi Sandwich \$10-\$12



# Japanese Restaurant Guide

- 2011 Chopsticks NY City Restaurant Guide** is a list of more than 400  
**Restaurants**, **Bars**, **Caterers**, **Takeout**, **Delivery**, **Parties & Events**,  
**Private Dining**, **Corporate Events**, **Chopstick Bars** and **Chopstick Delivery** in New York City.

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## Upper West

### Upper West Akai Sushi Lounge

801 Columbus Ave. bet. 57th & 58th Sts | 212.581.4100

### Upper West Beni Masa

1055 Amsterdam Ave. bet. 106th & 108th Sts | 212.531.0500

### Upper West Beni Japanese Kitchens

Specialty offshoot of Beni Japanese, Beni Japanese Kitchens offers a \$100-per-person tasting menu with 30+ items. The restaurant also has Beni's signature rice bowls, and has been serving up hot soups like miso or tonkotsu ramen for over a decade. 2021 Broadway bet. 106th & 107th Sts | 212.544.8200

### Upper West Beni

200 Broadway bet. 17th & 19th Sts | 212.961.4700

### Upper West Beni

623 Madison Ave. bet. 56th & 57th Sts | 212.547.5600

### Upper West Ichiba Restaurant

60th floor, 1000 1st Avenue, 100 Central Park West | 212.580.0200

### Upper West Kobo

1025 Amsterdam Ave. bet. 70th & 71st Sts | 212.545.0300

### Upper West Kozuka

1001 Amsterdam Ave. bet. 86th & 87th Sts | 212.549.4000

### Upper West Komo Sushi

1000 Madison Avenue bet. 61st & 63rd Sts | 212.549.0400

### Upper West Komo Sushi

200 Columbus Ave. bet. 56th & 57th Sts | 212.549.1700

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### Upper West One

1001 Amsterdam Ave. bet. 86th & 87th Sts | 212.549.1700

### Upper West Pizzetta Sushi

1001 Amsterdam Ave. bet. 70th & 71st Sts | 212.549.1700

### Upper West Sage Grill

1000 Amsterdam Ave. bet. 61st & 63rd Sts | 212.549.1700

### Upper West Sazza

2670 Broadway bet. 104th & 105th Sts | 212.549.1700

### Upper West Sazza Sushi

1001 Amsterdam Ave. bet. 106th & 108th Sts | 212.549.1700

### Upper West San-Chan

2397 Broadway bet. 105th & 106th Sts | 212.549.1700

### Upper West Sashimi A-Go-Go

2100 Broadway bet. 10th & 11th Sts | 212.549.1700

### Upper West Sashimi Bar

1001 Amsterdam Ave. bet. 104th & 105th Sts | 212.549.1700

### Upper West Sashimi Yu-2

201 W. 101st St. bet. 1st & 2nd Aves | 212.511.4100

### Upper West Sashimi Yu-2

201 W. 101st St. bet. 1st & 2nd Aves | 212.511.4100

### Upper West Sashimi Yu-2

2005 1st Avenue bet. 106th & 108th Sts | 212.549.1700

### Upper West Sashimi Yu-2

2005 1st Avenue bet. 106th & 108th Sts | 212.549.1700

### Upper East Aki Sushi

145 5th Avenue bet. 56th & 58th Sts | 212.549.0200

### Upper East Designers

400 E. 84th St. bet. 1st & 2nd Aves | 212.549.0200

### Upper East East Japanese

1641 1st Ave. bet. 96th & 98th Aves | 212.549.4000

### Upper East Fuji House

1400 Madison Ave. bet. 61st & 63rd Sts | 212.549.2100

### Upper East Gobie

210 West 101st St. bet. 1st & 2nd Aves | 212.549.1700

### Upper East Hana

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### Upper East Hana Soba Bar

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181 2nd St. (bet. 5th & 6th Aves.)  
212.549.2570

Prix-Fixe Menu Chinese New Year's Day and March 20th

\$24 w/ Sake or Wine (Sunday - Valentine's Day)

\$15 for students (Everyday and Friday)

15 W. 3rd St. (bet. 5th &amp; 6th Aves.)

212.675.3333

[www.chochosanjapaneserestaurant.com](http://www.chochosanjapaneserestaurant.com)

## cho cho san

Japanese Restaurant

## FEATURED RAMEN OF THE MONTH

AVAILABLE THROUGH JULY 2001

### "SHIN PU"

SWEET SPICY DIPPING STYLE RAMEN

181 2nd St. (bet. 5th &amp; 6th Aves.)

212.549.2570

### IPPUDO NY

65 4th Ave. (bet. 5th &amp; 6th Aves.)

212.586.0096

Mon-Tue: 11am-2:30pm, 5pm-11:30pm

Fri-Sat: 11am-3:30pm, 5pm-12:30am

Sun: 11am-10:30pm

We may close early if the soup runs out.

Ramen &amp; Tapas Spot Kuboya Presents:

## Summer Specials!

Call 212.549.2570 for more details.

www.kuboya.com

181 2nd St. (bet. 5th &amp; 6th Aves.)

212.549.2570

www.kuboya.com

<b>West Village</b>	<b>Soto</b>
351 West Ave. (bet. 10th & 8th Streets) 1	\$45-\$100
286 West Village	<b>Sotoe Meesse</b>
286 Washington St. bet. 10th & Christopher St.	\$100-\$150
210-212 W. 14th St.	
<b>West Village</b>	<b>Sotoe News</b>
210-212 W. 14th St. (bet. 8th & 9th Streets)	\$100-\$150
210-212 W. 14th St.	
<b>West Village</b>	<b>Tenzo Soto</b>
171 Christopher St. between 7th & 8th Streets	\$100-\$150
210-212 W. 14th St.	
<b>West Village</b>	<b>Unzenkakuso</b>
364 West 14th St. bet. Bedford & MacDougal Sts.	\$100-\$150
210-212 W. 14th St.	
<b>West Village</b>	<b>YAMA</b> <i>as German Sc.</i>
264-266 Canal St. bet. Bedford & Foster Sts.	\$125-\$175
210-212 W. 14th St.	
<b>East Village</b>	
<b>East Village</b>	<b>Ashley</b>
187A 1st Ave. bet. 10th & 11th Sts. 1	\$100-\$150
210-212 W. 14th St.	
<b>East Village</b>	<b>BOND STREET</b>
187-189 1st Ave. between E Broadway & St. L	\$100-\$150
210-212 W. 14th St.	
<b>East Village</b>	<b>Che-Ka</b>
Story told w/ the diversity of the Asian-Chinese-Japan and Indonesian as well as Asian and non-Asian cultures. By our resident chef, The Story Queen A Sherry functions grande passion in creating a menu. Traditional and contemporary Sushi-Roll-Ups and Sashimi have been added. 210-212 W. 14th St. bet. Bedford & MacDougal Sts.	
210-212 W. 14th St.	
<b>East Village</b>	<b>Chopines</b>
210-212 W. 14th St. bet. Bedford & MacDougal Sts.	\$100-\$150
210-212 W. 14th St.	
<b>East Village</b>	<b>Candy Yo</b>
Taste, fragrance and mouthfeel for all. Whether Candy Yo' Sausages, Japanese Candy Rolls, Sushi, and all the Asian and American favorites, Candy Yo' has something for everyone. Candy Yo' is a great place for a romantic dinner or a fun night. Fresh. Fun available from sunrise to 4pm.	
210-212 W. 14th St. (bet. 8th & 9th Streets)	\$100-\$150
210-212 W. 14th St.	
<b>East Village</b>	<b>Chez</b>
101 W. 14th St. (bet. 8th & 9th Streets)	\$100-\$150
210-212 W. 14th St.	
<b>East Village</b>	<b>Coco Number</b>
210-212 W. 14th St. (bet. 8th & 9th Streets)	\$100-\$150
210-212 W. 14th St.	
<b>East Village</b>	<b>Gyo-Kaku*</b>
210-212 W. 14th St. (bet. 8th & 9th Streets)	\$100-\$150
210-212 W. 14th St.	
<b>East Village</b>	<b>Hauszeit*</b>
181-183 W. 14th St. bet. Bedford & Christopher Sts.	\$100-\$150
210-212 W. 14th St.	
<b>East Village</b>	<b>IPPO-ON-NY</b>
181-183 W. 14th St. bet. Bedford & Christopher Sts.	\$100-\$150
210-212 W. 14th St.	
<b>East Village</b>	<b>IRISH Searche*</b>
210-212 W. 14th St. (bet. Bedford & Christopher Sts.)	\$100-\$150
210-212 W. 14th St.	
<b>East Village</b>	<b>Japenese</b>
181-183 W. 14th St. bet. Bedford & Christopher Sts.	\$100-\$150
210-212 W. 14th St.	

<b>East Village</b>	<b>JEWEL BAKU</b>
104-15 St. John Street #101-103 (Bldg. B)	\$45-\$100
212-213 62 St.	
<b>East Village</b>	<b>Kajiwara</b>
102-106 St. Mark's Place (bet. 1st & 2nd Ave.)	\$30-\$100
212-213 62 St.	
<b>East Village</b>	<b>Kosaku Kenzo Iwasa**</b>
104-106 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
212-213 62 St.	
<b>East Village</b>	<b>Kosaku Dais</b>
94-96 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>KASADEIA</b>
94-97 St. Mark's Place (bet. 1st & 2nd Ave.)	\$20-\$25
210-212 62 St.	
<b>East Village</b>	<b>Kestrel</b>
250-260 St. Mark's Place (bet. 1st & 2nd Ave.)	\$20-\$25
210-212 62 St.	
<b>East Village</b>	<b>Kyo-Yo</b>
94-97 St. Mark's Place (bet. 1st & 2nd Ave.)	\$20-\$25
210-212 62 St.	
<b>East Village</b>	<b>Men's Piece Sushi*</b>
121-123 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>Member-Ten*</b>
100-102 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>MIMCA</b>
100-102 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>Monsters</b>
10-12 St. Mark's Place (bet. 1st & 2nd Ave.)	\$20-\$25
210-212 62 St.	
<b>East Village</b>	<b>Mountain Cafe Zee*</b>
Interior view of East Village Zee	2000
2000	
East Village	<b>Nova</b>
99-101 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>OH! Kosher*</b>
10-12 St. Mark's Place (bet. 1st & 2nd Ave.)	\$20-\$25
210-212 62 St.	
<b>East Village</b>	<b>Oshabisha</b>
A young woman who is a Chinese	2000
specialist in popular Japanese	
comfort food.	
100-102 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>Pa La La</b>
100-102 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>Pa La La</b>
100-102 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>Pa La La</b>
100-102 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>Panera Bread</b>
100-102 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>Paradise Kitchen</b>
100-102 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>Peru</b>
100-102 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	
<b>East Village</b>	<b>Plaza Cuban</b>
100-102 St. Mark's Place (bet. 1st & 2nd Ave.)	\$10-\$15
210-212 62 St.	



**EARLY BIRD  
SPECIAL 5-6PM**

A COMPLETE  
SET OF DINERS \$9.95



## Kobe Beef

**\$5.95** (reg. \$11.95) on Sundays & Wednesdays

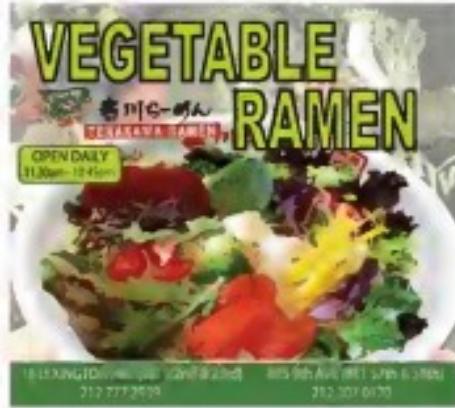
**Kalbi** on Mon & Tues **UP TO 50% OFF**

**HAPPY HOUR** • Draft Beer (10oz) \$2.50  
Sun-Thu. 5pm-8pm • Shochu (2 kinds) \$30/bottle  
Fri & Sat 11:30pm-3am

**Yakiniku West** SUSHI ALSO AVAILABLE

**216 E 7th St (bet 2nd & 3rd Ave) 7 DAYS OPEN!**  
212-721-5227 Hours Sun-Thu: 8am-11:30pm; Fri & Sat: 7am-4am

<b>East II Boys</b>	<b>Camp Ry</b>
	Four weeks long, concluding the last week of July. Includes all meals, Camp Ry gear, and activities. Ages 10-14 years old. Includes pickup from approximately 40 locations in NY and NJ, or you can drive from most major cities.
244 E. 10th St. (bet. Ave K & 1st Ave.) 609-423-0730, <a href="http://www.campry.com">www.campry.com</a>	\$295-\$325
<b>East II Boys</b>	<b>Camp</b>
201 E. 10th St. (bet. Ave K & 1st Ave.) 609-423-0730, <a href="http://www.camp.com">www.camp.com</a>	\$300-\$325
<b>East II Boys</b>	<b>Last Weekend</b>
201 E. 10th St. (bet. Ave K & 1st Ave.) 201-800-4270	\$315-\$345
<b>East Village</b>	<b>Gym-Kids™</b>
201 Avenue A (bet. 14th and 15th St.) 212-473-2500	\$100-\$125
<b>East II Boys</b>	<b>Beachcomber®</b>
1800 E. 11th St. (bet. Avenue A & Supreme St.) 212-473-0207	\$350-\$375
<b>East Village</b>	<b>IPROPS NY</b>
201 E. 10th St. (bet. Ave K & 1st Ave.) 201-800-4270	\$200-\$225
<b>East II Boys</b>	<b>IPROPS Beach®</b>
201 E. 10th St. (bet. Avenue A & Supreme St.) 212-473-0207	\$200-\$225
<b>East II Boys</b>	<b>Japantown</b>
180 E. 10th Street (bet. 2nd & 3rd Ave.) 212-473-0207	\$260-\$285





Sohn	NINJA*
180 Hudson St, Bet. 16th & 17th Streets	\$25-\$75
212.421.4702	
Sohn	NOBU
138 Madison Ave (bet. Park & 5th Aves)	\$100-\$150
212.421.4500	
Sohn	NOBU NEXT DOOR
140 Madison St (bet. 14th & 15th Streets)	\$100-\$150
212.368.4975	
Sohn	Ramen
142 Hudson St (bet. Church & Broadway)	\$25-\$45
212.368.0584	
Sohn	Sushi Azuma
420 Broadway (bet. Liberty & Jersey St)	\$60-\$110
212.214.0405	
Sohn	Takasachi Tebasco*
140 Broadway (bet. Church & Hudson St)	\$25-\$45
212.807.1030	
Sohn	Trill Cafe
271 Church St (bet. Vesey & Hudson St)	\$25-\$45
212.224.2983	
Sohn	Zutto*
17 Hudson St (bet. Hudson & Varick St)	\$25-\$45
212.223.2071	

## Tribeca

Tribeca	Bistro 84 Bistro Series
110 Hudson St (bet. Spring & Prince St)	\$25-\$45
212.963.0404	
Tribeca	Hiroko's Place
75 Hudson St (bet. Vesey & Henry St)	\$10-\$25
212.465.1020	
Tribeca	Osteria
173 Thompson St (bet. Spring & Prince St)	\$25-\$45
212.962.4922	
Tribeca	Seven Below*
250 Hudson St (bet. Prince & West)	\$25-\$45
212.962.7091	

## Brooklyn

Brooklyn	1 or 8*
91-12 3rd St (bet. Wythe & Kent Aves)	\$25-\$45
718.268.2702	
Brooklyn	Bistro 84 Bistro Series
201 Franklin Ave (bet. St. J. & Grand St)	\$25-\$45
212.464.4924	
Brooklyn	Bors*
290 Court St (bet. Jayes & Smith Sts)	\$25-\$45
718.231.1778	
Brooklyn	Fushimi
270 4th Ave (bet. 2nd & 3rd Streets)	\$25-\$45
718.435.2700	
Brooklyn	Gendo*
161 Franklin Ave (bet. Park & Prospect St)	\$25-\$45
718.435.1719	
Brooklyn	Hibiki
208 Henry St (bet. Nostrand & Vyse St)	\$25-\$45
718.292.0282	
Brooklyn	Inca Chef House
12 Gates St (bet. Warren St & Henry St)	\$25-\$45
212.429.4909	
Brooklyn	IZAKAYA on SMITH*
184 Smith St (bet. Nostrand & Vyse St)	\$25-\$45
718.435.0273	
Brooklyn	Kappa Sushi House*
284 Smith St (bet. 7th & Smith Aves)	\$25-\$45
718.432.2700	

Brooklyn	Ko Sushi
102 Smith St (bet. Smith & Nostrand Aves)	\$25-\$45
718.230.0000	
Brooklyn	Mizra
100 Bedford Ave (bet. 1st & 2nd Sts)	\$25-\$45
718.231.4499	
Brooklyn	Naruto Ramen
290 Smith Ave (bet. 7th & Bedford Sts)	\$10-\$25
718.230.4749	
Brooklyn	Osaka
253 East 2nd St (bet. First & Second Sts)	\$25-\$45
718.230.0004	
Brooklyn	Osaka*
270 Smith Ave (bet. Bedford & Second Sts)	\$25-\$45
718.230.1100	

**Open** in Brooklyn as a non-chain and having strong Japanese & Asian focus, with a modern Mediterranean twist. It's a great place to go for dinner looking for something other than ramen or ramen fusion food (such as ramen pizza). The menu is unique, often fresh-cooked and very healthy. Located at 270 Smith St (bet. Bedford & Second Sts), it's open daily. Dishes start at \$10-\$15 per order and up to \$20 or more. To order, you can either go online or call the restaurant directly.

W. Goto & Sons (212) 962-1000 ext 201-202

**Open** Bistro\*

99 Franklin Ave (bet. Henry & Smith Sts)

718.464.4924

**Open** Bistro\*

107 Montague St (bet. Henry & Smith Sts)

718.384.0400

**Open** Bistro\*

107 Montague St (bet. Henry & Smith Sts)

718.384.0400

**Open** Bistro\*

105 Bedford Ave (bet. 2nd & 3rd Sts)

718.230.0000

**Open** Bistro\*

101 Franklin Ave (bet. St. J. & Grand St)

718.464.4924

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**Open** Bistro\*

101 Franklin Ave (bet. St. J. & Grand St)

718.464.4924

Residence	Days/Hours
125-40 Ave. 10th Avenue S.E.	24 HRS
75-280-0000	

## Queens

Residence	Days/Hours
41-17 30th Street, Sunnyside M.Y. 11101	24 HRS
71-427-0000	

Residence	Days/Hours
19-03 31st Street, Elmhurst 11-1700	24 HRS
76-529-0000	



Residence	Days/Hours
14-47 W. 3rd Street, NY 10014	24 HRS
71-521-0000	

Residence	Days/Hours
12-10 18th Street, Astoria M.Y. 11106	24 HRS
71-265-0000	

Residence	Days/Hours
29-14 105th Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
12-01 100th Street, Flushing M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-48 103rd Street, M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
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71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours
10-11 103rd Street, Jackson M.Y. 11105	24 HRS
71-265-0000	

Residence	Days/Hours

<tbl\_r cells="2"

## CAFE

<b>River West</b>	<b>Bened Paper's Upper W</b>
1205 Broadway (bet 17th-18th)	Cream Puffs

<b>Upper East</b>	<b>Cheese Factory</b>
1495 Madison Ave (bet 87th-88th Sts)	Cream Puffs

<b>Midtown-West</b>	<b>Cafe Zingy Midtown W</b>
805 1st Ave (bet 48th-49th Sts bet 3rd-5th Avs)	Rotisserie

<b>Midtown-West</b>	<b>Mesmerize Eatocracy</b>
488 1st Ave (bet 56th-58th Sts)	Crab Cakes

<b>Midtown-East</b>	<b>Cafe Zingy Midtown E</b>
111 4th St (bet Madison & 5th Aves)	Rotisserie

<b>Midtown-East</b>	<b>Cheese Factory</b>
1205 Madison Ave (bet 48th-49th Sts bet 3rd-5th Avs)	Cream Puffs

<b>East Village</b>	<b>Cafe Zingy East Village</b>
91 Cooper Hwy (bet 16th St-21st Street off 2nd Ave)	Rotisserie

<b>East Village</b>	<b>Chickabiddy</b>
260 Union St (bet 1st Ave & 2nd Ave)	Rotisserie

<b>East Village</b>	<b>FRANKA</b>
10 Thompson St (bet 5th St-6th Ave)	Rotisserie

<b>New Jersey</b>	<b>Gremese Eatocracy</b>
401 Kinnelon Rd, Morristown, NJ 07960 201-494-1121	Rotisserie

<b>New Jersey</b>	<b>Mesmerize Eatocracy</b>
125 New Rd, West Orange, NJ 07052 973-621-0003	Crab Cakes

<b>New Jersey</b>	<b>Persimmon</b>
260 5th St (bet 2nd-3rd Aves)	Rotisserie

## KARAOKE

<b>Upper East</b>	<b>Japan 1</b>
1102 23rd Ave (bet 1st & 2nd Sts)	2nd Fl - Jong

<b>Midtown-West</b>	<b>Japan 55</b>
207 4th Ave (bet 1st-3rd Streets off 5th Ave)	2nd Fl - Jong

<b>Midtown-West</b>	<b>Big Apple Karaoke*</b>
100 1st Ave (bet 14th-15th Sts)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Big Apple Karaoke*</b>
100 1st Ave (bet 14th-15th Sts)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Big Apple Karaoke*</b>
100 1st Ave (bet 14th-15th Sts)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Big Apple Karaoke*</b>
100 1st Ave (bet 14th-15th Sts)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Big Apple Karaoke*</b>
100 1st Ave (bet 14th-15th Sts)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Big Apple Karaoke*</b>
100 1st Ave (bet 14th-15th Sts)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Big Apple Karaoke*</b>
100 1st Ave (bet 14th-15th Sts)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Big Apple Karaoke*</b>
100 1st Ave (bet 14th-15th Sts)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Big Apple Karaoke*</b>
100 1st Ave (bet 14th-15th Sts)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Big Apple Karaoke*</b>
100 1st Ave (bet 14th-15th Sts)	2nd Fl - Jong

\* Chopsticks NY available to pick up

<b>Midtown-East</b>	<b>Big Socky Haki</b>
1418 4th Ave (bet 20th-21st Streets off 2nd Av)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Japan 27</b>
380 5th Ave (bet 20th-21st Streets off 2nd Av)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Japan 30</b>
141 5th Ave (bet 5th-6th Aves)	2nd Fl - Jong

<b>Midtown-East</b>	<b>Karaoke Deal**</b>
200 4th Ave (bet 2nd-3rd Streets off 2nd Av)	2nd Fl - Jong

<b>East Village</b>	<b>Choco Karaoke</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Engage Karaoke</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Crucify Karaoke</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Drop Karaoke*</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Karaoke Deal**</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>King Karaoke</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Radio Star Karaoke</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Rock Movie Studio</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Shaka</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Shaka Oto?</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Shaka Oto? 2</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Shaka Oto? 3</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Shaka Oto? 4</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Shaka Oto? 5</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Shaka Oto? 6</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Shaka Oto? 7</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Second on Second</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Second on Second</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

<b>East Village</b>	<b>Second on Second</b>
25 W 3rd St (bet 9th-10th Aves)	2nd Fl - Jong

## East Village

## Sing Sing (Av. A)

<b>East Village</b>	<b>Sing Sing (Av. A)</b>
141 2nd Ave (bet 10th-11th Streets)	2nd Fl - Jong

<b>East Village</b>	<b>Sing Sing (Av. B)</b>
141 2nd Ave (bet 10th-11th Streets)	2nd Fl - Jong

<b>East Village</b>	<b>Sing Sing (Av. C)</b>
141 2nd Ave (bet 10th-11th Streets)	2nd Fl - Jong

<b>East Village</b>	<b>Sing Sing (Av. D)</b>
141 2nd Ave (bet 10th-11th Streets)	2nd Fl - Jong

<b>East Village</b>	<b>Sing Sing (Av. E)</b>
141 2nd Ave (bet 10th-11th Streets)	2nd Fl - Jong

<b>East Village</b>	<b>Sing Sing (Av. F)</b>
141 2nd Ave (bet 10th-11th Streets)	2nd Fl - Jong

<b>East Village</b>	<b>Sing Sing (Av. G)</b>
141 2nd Ave (bet 10th-11th Streets)	2nd Fl - Jong

<b>East Village</b>	<b>Sing Sing (Av. H)</b>
141 2nd Ave (bet 10th-11th Streets)	2nd Fl - Jong



# CHOPSTICKS PICK NHA TRANG ONE

## Discovering True Vietnamese Food in New York

In a place like New York City with so many trendy "Asian fusion" eateries, it is hard to distinguish what is truly "authentic" Vietnamese cuisine, but **Nha Trang One** is the real deal. Co-owner and manager Andy Ho explains that the restaurant was named after the southern Vietnamese beach town from which his family emigrated. Their family-owned restaurant has served home-style Vietnamese food to New Yorkers and tourists alike for more than 15 years.

Unlike other Asian cuisines, Vietnamese food features a more subtle flavor profile, which is not too oily and not too spicy, yet the food is extremely flavorful. It achieves a balance and harmony among all ingredients used in each dish. Mr. Ho emphasizes, "We are trying to be true to our roots while adapting our traditional Vietnamese dishes to ingredients that

are available in New York. Only the freshest ingredients are used, and no MSG is used in the fresh dishes."

Nha Trang One serves up quick, inexpensive lunches to tourists and professionals in the area. In the evening, the restaurant is quickly transformed into a space filled with families, serving larger portions for sharing. They offer delicious family-style dishes such as Rice and Boar Stew (\$8.75), Salt and Pepper Shrimp (\$12.95), and Vietnamese Restaurant Pork Chops (\$9.75). The extensive menu includes classic dishes such as Pho (rice noodle soup), spring rolls and summer rolls, along with dishes featuring seafood, beef, chicken and pork. There are a variety of vegetarian options as well. Beer and wine are also available to complement your meal.



Enticingly fresh  
from Vietnam, Braised  
Pork Chop (right)  
and Hollow Vegetables  
with Garlic Sauce (left)  
are especially popular.



► Hot and Sour Soup is a  
healthy, classic dish. It is  
always a great starter.



**Nha Trang One**  
57 Becker St.  
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New York, NY 10013  
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FAX: 212-675-6116

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212-645-6606

Blaauw Brassei  
244 W. 45th St.  
(bet. 5th Ave. & Broadway)  
212-582-3392

Lunch Offer	<b>Amarang II</b>	\$25 L
W/Mon-Sat	Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Autumn</b>	\$25 L
200-270 Hwy 9A West St	Set Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Buddha</b>	\$25 L
125-150 Hwy 9A West St	Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Big Wing</b>	\$25 L
100-102 2nd Ave & Davis St	Wok & Sushi Set	\$25 L
213-454-0200		
Lunch Offer	<b>Chase Chukiat</b>	\$25 L
97-99 Madison Ave, Suite 6 South St	Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Craigie's Wings</b>	\$25 L
100-102 2nd Ave & Davis St	Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Dim Sum Go Go</b>	\$25 L
51 Washington Center St & Davis St	Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Excellent Dumpling</b>	\$25 L
111 Lexington Ave (bet. 9th & 10th Sts)	Wok & Sushi Set	\$25 L
213-421-1421		
Lunch Offer	<b>Golden Universe</b>	\$25 L
101 Madison Ave (bet. 8th & 9th Sts)	Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Jang Rang</b>	\$25 L
150-160 W. 2nd Ave & Davis St	Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Jens Gager</b>	\$25 L
20-21 4th Ave (bet. 2nd & 3rd)	Wok & Sushi Set	\$25 L
213-389-0200		
Lunch Offer	<b>Jen's Strengths</b>	\$25 L
9 Hudson Ave (bet. 9th & 10th St)	Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Lei's Dumpling House</b>	\$25 L
20 Washington Street St	Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Mandarin Court</b>	\$25 L
90-92 W. 2nd Ave & Davis St	Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Nana Bo-Bo</b>	\$25 L
100-102 W. 2nd Ave & Davis St	Wok & Sushi Set	\$25 L
213-389-0212		
Lunch Offer	<b>Nana Green Tea</b>	\$25 L
10 Hudson St (bet. 9th & 10th St)	Wok & Sushi Set	\$25 L
213-389-0200		
Lunch Offer	<b>Oriental Garden</b>	\$25 L
10 Hudson St (bet. 9th & 10th St)	Wok & Sushi Set	\$25 L
213-389-0200		
Lunch Offer	<b>Shanghai Cuisine*</b>	\$25 L
100-102 W. 2nd Ave & Davis St	Wok & Sushi Set	\$25 L
213-389-0200		
Reserve Only	<b>Papa</b>	\$25 L
200 Davis St (bet. 9th & 10th St)	Wok & Sushi Set	\$25 L
213-389-0212		
Open Only	<b>East Meier</b>	\$25 L
164-166 2nd Ave, Room 1117B	Wok & Sushi Set	\$25 L
213-389-0212		
Closed	<b>Himalayan Pub Restaurant*</b>	\$25 L
200-270 Hwy 9A East St, NY 10536	Wok & Sushi Set	\$25 L
213-389-0212		
Closed	<b>ICE FIRE LAND</b>	\$25 L
100-102 W. 2nd Ave	Wok & Sushi Set	\$25 L
213-389-0200		

\* Chopsticks NY available to pick up

KOREAN		
Melrose	<b>Ban</b>	\$25 L
200-270 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Melrose	<b>Cham Cham</b>	\$25 L
100-102 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0212		
Melrose	<b>Korean Palace</b>	\$25 L
101-103 W. 2nd Ave & Davis St	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>KOHO Korean</b>	\$25 L
107-109 2nd Ave bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Om Dang Deli</b>	\$25 L
100-102 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Osari Dogo**</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Osari Dogo Deli</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>MAN DAY**</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>HANGARAE**</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Myeong Dak*</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Krogi Sushi</b>	\$25 L
100-102 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Krosting House*</b>	\$25 L
107-109 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Krogi Sushi</b>	\$25 L
100-102 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Krogi Restaurant</b>	\$25 L
100-102 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Makjigil**</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Sosol Garden</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Sols</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Woo Chon*</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>On House</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>Sister-Bar</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>One-Deli</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		
Koreatown	<b>One-Sensei</b>	\$25 L
101-103 Hwy 9A bet. 9th & 10th Sts	Set Wok & Sushi Set	\$25 L
213-389-0200		



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BB Fusion, the modern Asian bistro that serves creative tapas mixing flavors from all over Asia





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- Search brand by distributor
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21 West St. (at South St.)	\$20 L
(212) 941-4995	
Chinese Mtns	Kao
256 Church St. (bet. Leonard & Hudson Sts.)	\$20 L
(212) 248-0800	
Chinese	Woo Lee Deli
140 Mulberry St. (bet. Prince & Houston Sts.)	\$20 L
(212) 941-0400	
Chinese	Dragon Deli
100 Grand St. (bet. Houston & Mulberry Sts.)	\$20 L
(212) 941-4249	
Chinese	KOREANIA
164-166 Mulberry Street (bet. Houston & York Sts.)	\$20 L
(212) 941-4204	
Chinese	Kalbi House
200 Madison Ave. (bet. Park & 5th Aves.)	\$20 L
(212) 545-0495	
Commercial	Panadol
103 Franklin St. (between 4th & 5th Sts.)	\$20 L
(212) 941-4845	
<b>THAI</b>	
Chinese	Long Grove
250 Franklin Ave. (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0900	
Chinese	Eat Thai
1405 1st Ave. (bet. 5th & 6th Sts.)	\$20 L
(212) 941-1044	
Chinese	Sala Thai
520 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0482	
Chinese	Spice
1000 1st Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-4204	
Chinese	Vinegret Prep
1200 1st Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0204	
Chinese	Astoria Thai
105 Astoria Blvd. (bet. 3rd & 4th Sts.)	\$20 L
(212) 736-7000	
Chinese	Aura Thai
100 2nd Avenue (bet. 3rd & 4th Sts.)	\$20 L
(212) 941-0201	
Chinese	Bangkok House
200 2nd Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0442	
Chinese	Blae Chilli
25 W. 3rd St. (bet. Broadway & 4th Ave.)	\$20 L
(212) 941-0425	
Chinese	Bronx
44-46 44th Street (bet. 8th & 9th Aves.)	\$20 L
(212) 262-7777	
Chinese	Chef's Home Kitchen
100 Mulberry Street (bet. 3rd & 4th Sts.)	\$20 L
(212) 941-0107	
Chinese	Chop Suey
261 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0900	
Chinese	Heng 2 Thai Bistro
261 10th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-7000	
Chinese	Pam Thai Thai 42
420 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-4441	

Chinese	Pam Thai Thai 42
420 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-7000	
Chinese	Papaya Thai
140 9th Avenue (bet. Broadway & 6th Ave.)	\$20 L
(212) 941-0300	
Chinese	Q2 Thai
240 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-2000	
Chinese	Room Service Malvern
150 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0101	
Chinese	Shin Polite
100 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0485	
Chinese	Thai Select
102 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0202	
Chinese	Topaz Thai
121 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0202	
Chinese	Yum Yum 2"
102 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0485	
Chinese	Yum Yum Bangkok
102 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0704	
Chinese	Yum Yum Tea"
100 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0202	
Chinese	Taste of Thai Kitchen
202 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0444	
Chinese	Joyce Thai
106 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0202	
Chinese	Lemongrass Sushi
108 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0202	
Chinese	Nooch
100 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0442	
Chinese	Pad Thai
100 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0202	
Chinese	Papaya Kitchen
100 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0202	
Chinese	Room Service
100 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0202	
Chinese	Royal Sushi
100 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0202	
Chinese	Spice
100 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
(212) 941-0202	
Chinese	Thai Class-It
100 9th Avenue (bet. 5th & 6th Sts.)	\$20 L
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#### **How to Clean Tableware and Glasses That Have Lost Their Shine**

If your tableware and glasses become dull and lack luster, soak them in a bath with water and strengthen the lather with water (about 100°F); add 4-5 tablespoons vinegar. Soak tableware and glasses in it for 20 minutes.



# Culinary Lecture Series Sponsored by True World Foods: **SASHIMI TECHNIQUE DEMONSTRATION**



## **Master Chef on Fresh Madai (Sea Bream)**

In addition to providing New York City's top restaurants with the freshest and highest quality fish from Japan, True World Foods (TWF), the premium wholesaler and distributor of seafood in North America, promotes the education of young chefs and the transmission of authentic Japanese culinary techniques and culture by sponsoring events, demonstrations, and lectures in New York. On June 16th one such demonstration took place at the French Culinary Institute.

The subject of the demonstration was the preparation of a fresh madai (sea bream), which was flown in fresh from Tsukiji Fish Market in Tokyo, courtesy of TWF. The chef and lecturer was Hiroaki Murashima, instructor at Tsuji Culinary School in Osaka, and currently at the new highly anticipated restaurant, Brushstroke. Armed with Japanese knives and other authentic instruments, Chef Murashima began the task at hand: demonstrating how to fillet and prepare the madai to a room full of culinary arts students hungry for knowledge.

The room grew silent and students watched intently as Chef Murashima began to expertly fillet the fish with a deba (wide, thick-bladed knife), while explaining every step of the process. He first removed the head, then the innards followed by the spine and pin bones explaining that the bones could be saved and used to make soup stock. Chef Murashima commented on the importance of skillfully removing the innards. "Removing the innards properly is one of the most difficult and important steps in filleting a fish. Care must be taken so as not to soil the meat of the fish when the innards are removed. This way you can

avoid washing the meat with water as this adversely affects the flavor."

After the removal of bones and innards Chef Murashima quickly produced 4 fillets. A clean cutting board and a longer, more slender knife called a *yari-* were used for the next step of the process: slicing and preparing the sashimi.

## **One Fish, Two Kinds of Sashimi**

Chef Murashima's knife effortlessly glided through the fillets as he demonstrated slicing techniques, preparing two different types of sashimi. For the first preparation, he first removed the skin carefully, and then utilized a cutting technique called "sugi-iri" in which the long, thin slices are cut diagonally with the knife at an angle, producing delicate slices of sashimi of a white color but so thin as to appear almost translucent. For the second preparation, the skin was left on and tightened with a technique called "yu-ribo". First the fillets were covered with paper towel, hot water was poured over them and then they were quickly placed in an ice bath prior to slicing. This reduces the excess fat and gives a unique texture to the skin while the meat remains raw and tender. The fillet was then sliced with straight, thick cuts producing sashimi that can be eaten with the skin on, highlighting the contrasting textures of the crisp skin and tender meat. This cutting technique is called "tsukeshi". The two styles of sashimi produced quite different textures. The first being extremely soft and delicate, so that it seemed to melt, while the second had more of a hearty, crispy bite.

## **Delivering the Finest Japanese Seafood Fresh to New York**

Have you ever wondered how Japanese restaurants in New York get fresh fish from Japan? The answer is True World Foods (TWF). First, the fish are caught in the regional waters around Japan. They are processed using a combination of Japanese ancestral techniques and state-of-the-art technologies to ensure freshness. The best fish are brought to Tsukiji Market in Tokyo, where TWF selects only the best of the best for shipping to the U.S. Fish are then flown direct from Tokyo to New York, where they are inspected first by the FDA to ensure that there are no elevated levels of radiation, and then by TWF to ensure freshness and quality. The fish is then delivered to fine restaurants in the tri-state area where master chefs transform them into sashimi, sashimi and other Japanese delicacies that New Yorkers have grown to love.



Chef Matsukawa's demonstration impressed the attendees. Pastry student, Anna, said, "This is all new to me. I learned everything from style of the knife to the cut to the different methods of preparing the fish. I can definitely apply the knife skills to my cooking." Another student, Reid, commented, "This was a wonderful opportunity for new students to get a more in-depth understanding of traditional Japanese cuisine." It is not an easy task to propagate Japanese culinary culture in such a profound way as shown in this lecture event, but TWI's grassroots effort would surely bear fruit.



Instructor Mutsuhiko Itoh's technique ensured proper chutoro at the Tsujiki Culinary Seminar. He emphasized how to slice fish flavor through preparation.



Garnished with citrus soy sauce and served with a drizzle of freshly-ground wasabi on the side, sea bream sashimi-ga (briefly steamed shoulder sea bream) features a melting soft texture.



Katazuke technique is often employed in sashimi preparation. It gives a clean texture to the fish, while effectively removing the skin of the fish.



Mentaiko (sea bass) sashimi with wasabi prepared with the Katazuke technique shows complete half-firm texture and flavor from sashimi to the delicate fat content.



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## Quality Seafood Supporting Refined Japanese Cuisine

Serving a traditional Japanese course menu, the restaurant Brushstroke has opened in Tribeca this spring. While it has a great reputation, its cuisine can not be labeled as exactly "Japanese," but the collaborative restaurant of David Bouley and the Tsujiki Culinary Institute in Japan intentionally adapts Bouley's authentic style and flavor to the local's palette. "In Japan, subtle seasoning is appreciated, but is not easily accepted here. Those who are familiar with western-style flavor need to feel something is missing when they have real sashimi. So we try to add more elements to our dishes while staying faithful to Japanese cooking methods," explains Mr. Hiroki Matsukawa, Instructor at the Tsujiki Culinary Institute and Brushstroke. This is just one example among many other events that they have made.

Although a couple of meat dishes are served in their course menu to accommodate western culture, just like in real sashimi their menus predominantly consist of seafood dishes. Therefore, quality seafood is crucial for Brushstroke's cuisine. "Seafood from Japan is more flavorful than local ones, so we cannot go without fish directly flown from Tsujiki Fish Market. Almost all of the fresh seafood from Japan that we use is presented by True World Foods (TWF). We trust TWF greatly and in effect they are great collaborators with our restaurant," says Mr. Matsukawa.

Expanding seasonality through their dishes is also an important aspect of Brushstroke's cuisine, and TWF supports that by providing products with the right timing. Starting now, scallops are going to be in season. Also, Japan's summer delicacy of "furuhi" (blue shell) will be coming soon, so there will be a lot to look forward to at Brushstroke every season.

At Brushstroke, 8 and 10 course meals are served, in addition to an à la carte menu and tanks.

### Brushstroke

33 Hudson St., New York, NY 10013 / 212.229.2271



**Mentaiko (Sea Bass) Sashimi**  
Aji (horse mackerel) is a seasonal fish that's usually sold in big ways. The elegant sashimi from the sea bream has a great balance with the delicate flavor of sashimi. Unagi (eels) have slender muscles with another layer of flavor. Katsuo tamago (smoked egg omelet) has been decorated elegantly and soft uni (sea urchin) are added as garnish.



**Mentaiko (Sea Bass) and Summer Squash**  
Unagi is a丞丞-like fish that's usually sold in big ways. The elegant sashimi from the sea bream has a great balance with the delicate flavor of sashimi. Unagi has green asparagus as slightly seasoned by dashi broth to pair with the rich flavor of sea urchin. Gently cooked fish with a slightly different texture, jelly and puree unisonously enjoy the sea urchin.

# Let's Eat the Season

## -Corn-

Although Japanese do not consume as much corn as Americans do, they still love dishes made with this ingredient. Especially in summer, when corn is at its sweetest and juiciest, they simply eat it boiled or grilled. Grilled corn with salt or soy sauce is a typical food at summer festivals and camp barbecues, so corn is always related to something exciting, fun, and wild. The dish *Mitsuke-senbei* introduces to us this month, however, is an elegant one, using the traditional Japanese *tsukemono*



*ringushi* soup-making technique. It is a soup that maximizes the refined sweetness and creaminess of corn. In the older days of Japan, you would grind up ingredients in a mortar and add liquid little by little. Today we can use a food processor or blender to make soups easily. But *Mitsuke-senbei* takes an extra step—straining the soup—to get a smoother, silkier texture. Instead of cream or milk, this recipe uses white miso, making the soup healthier and more Japanese.

### Cold Corn Soup with Fried Tofu Croutons



#### [INGREDIENTS] (Serves 4)

- 2 ears fresh corn
- 1 piece fried tofu skin (furu-agi)
- 4 cups bonito dashi (2⅔ cup of instant dashi base dissolved with 4 cups of water can be substituted)
- 5 drops white miso
- ½ tsp salt
- Soy sauce for brushing on fried tofu skin
- Grated lime zest for garnish

#### [DIRECTIONS]

1. Heat frying pan and grill fried tofu skin. Brush some soy sauce on tofu

- and let it grill until crispy and golden brown.
2. Let tofu cool and cut into one-inch cubes. Set them aside.
3. Cut corn kernels off cobs.
4. In a pot, heat dashi, corn kernels, and salt and let simmer for 5 minutes.
5. Turn off heat and add white miso.
6. Put in blender and mix until smooth.
7. Strain with strainer to get rid of any lumps.
8. Chill in refrigerator.
9. Garnish with grated lime zest and fried tofu croutons before serving.



*Tips:* Corn is amazingly sweet and juicy this time of year. This soup tastes best when made with fresh, local corn. The fried tofu croutons can also be served for top soups.



**MIKAKO SASSA**, Japanese cooking instructor/fried crouton Maiko teacher, author of Japanese Cooking: Focusing on simple, delicious, and healthy home-style cooking using seasonal and local ingredients. Website: [japanesecookingwithmikako.com](http://japanesecookingwithmikako.com). Cooking classes \$45 per page class.

## HOW DO YOU USE PONZU?



### What is Ponzu?

Ponzu is the latest Japanese seasoning that combines the flavor of soy sauce and citrus, zing of lemon. Like soy sauce it can be used right out of the bottle and has the perfect balance of salty, tangy and sweet that enhances a wide variety of meals. Drizzle it over broiled meat, chicken, seafood or sautéed vegetables as a final touch to your entrees, or mix it with a small amount of vegetable oil to make a zesty low-calorie dressing for salad.

Lime Ponzu with a crisp, citrus flavor of lime and a hint of sweetness is also available.

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## PONZU GLAZED CHICKEN



### INGREDIENTS [serves 4] [Prep time: 10 min]

- 1 chicken (2 1/2 - 3 pounds)
- 1 cup Kikkoman Ponzu or Kikkoman Lime Ponzu
- 1/4 cup freshly squeezed lime juice
- 1 tablespoon Worcestershire sauce (optional)
- 1/2 teaspoon salt
- 1/2 teaspoon garlic powder
- 1/2 teaspoon ginger powder

### INSTRUCTIONS

Cut chicken into pieces. Combine remaining ingredients. Place raw chicken in large plastic food storage bag. Press air out of bag, close top securely. Turn bag over several times to coat chicken thoroughly. Refrigerate at least 2 hours or overnight, turning bag over occasionally. Grill chicken skin side down, over medium-hot fire until brown. Turn over and cook until chicken is no longer pink in center.

祭

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# BREWING SAKE THAT BRINGS JOY

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Since 1871, Asabiraki Co., Ltd. has brewed sake in the city of Morioka in Iwate Prefecture, known for bitter cold winters. There, three pristine rivers flow, and made the city, two springs were selected for the Meisei Hyakusen (100 Greatest Waters of Japan). The abundance of excellent water makes this the perfect place for brewing sake. Under the guidance of Nama-style brewmaster, Masahiko Takei, who was selected for the Grand Prix du Meilleur (Medalist Master Craftsmen), Asabiraki crafts Nama-style, smooth, refreshing, and full-flavored sake from le-

gal Japanese rice, pristine spring water and original kōji yeast. With the goal of "providing joy and happiness to all customers whenever they eat," Asabiraki strives to craft sake that can be enjoyed with any food. As times change, people's taste preferences and eating styles change as well, and these days sake is enjoyed throughout the world. So Asabiraki brews sake that can be paired with various types of foods by combining tradition with new flavors and styles.

There are seven types of sake from Asabiraki

that are available in America. The best selling Junmai Daiginjō Suijin which features an incredible balance of lightness and bold flavor; four more premium sakes, Tokuhon Junmai Daiginjō Hyakusen, Junmai SAMURAI BLADE, Nama-ryu Junmaiwa, and Junmai Nigori Yukawari; and finally, Ume Kinton, the plum wine with a junmai sake base, and Tenya No Sake, the first sake in the world to be made from soybeans.

Note: Prefecture suffered severe damage due to the earthquake and tsunami on March 11th and since then residents have been forced to live in austere conditions in order to help the people ride out these tough times. Asabiraki is donating a portion of its profits. This year, Asabiraki is particularly enthusiastic about brewing delicious sake in hopes that it will be enjoyed by as many people as possible. Through these efforts the brewery will grow and thrive and ultimately aid Iwate Prefecture in a speedy recovery. At the same time Asabiraki is striving to bring the taste of authentic sake overseas.



Asabiraki Co., Ltd.  
10-34 Daiso, Morioka-shi, Iwate  
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TEL: +81-19-628-1111  
[www.asabiraki-usa.jp](http://www.asabiraki-usa.jp)

## THREE THINGS YOU SHOULD KNOW ABOUT ASABIRAKI

### Popular Brewery Tours

Transport with both English-speaking guides. My tour into a completely unopened brewery, the Seven Adults Brewing is a landmark that has won the Michelin City Guide Silver Award. Many tour are done each year. To witness the Kōchi-style brewing process. Off-mesothorax, that means off-the-kiln, where the grain has been steamed and no living yeast is introduced until it is available for purchase. At the final sake gift shop you can enjoy free samples while you shop for your products.



### Multi-national Restaurant "Maito Maito"

Inside the brewery site at the international restaurant "Maito Maito," you can enjoy Asian and Western cuisines paired with sake. With the goal of demonstrating that sake can be paired with all types of foods, here around the world, the restaurant creates their unique Japanese fusion food. You can also enjoy craft beer from the in-house beer brewery.



### Sake that Has Won Multiple Awards

Asabiraki's Junmai Daiginjō Hyakusen Fūjin is the predominant steamed rice of Nama-style brewery under its guidance. Asabiraki has been brewing sake using local rice from Iwate Prefecture, pristine spring water and original kōji yeast. At the Denjōkei Shuzo Karoppo (Iwate) Japan's biggest sake award ceremony, Asabiraki has won six awards in its consecutive entries. All of those were gold awards.





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→ See page 102

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**Nihon's Pride  
and Nanbu Biyu**

SAKE  
SOCIETY

The Nihon's Pride Sake Competition is the largest and most prestigious competition of its kind in the world. The competition is held annually in Tokyo, Japan, and attracts entries from all over the world. The competition is open to all types of sake, including Junmai, Junmai Daiginjo, Junmai Nama, Junmai Shochu, and Junmai Shochu Nama. The competition is judged by a panel of experts, including the president of the Nihon's Pride Sake Society, Dr. Kenjiro Matsuo, and other members of the society.

Japan is known for their regional differences, and every region has its own unique local sake. For Iwate Prefecture, their sake is Nihon Biyu. Every year when I go to Iwate Prefecture for the Northern Japan Sake Competition, I like to visit Nihon Biyu Brewery. There, I always purchase Nihon Biyu and have it with various dishes like ramen, Soba, or tempura fish or rice. Nihon Biyu is a light-colored wheat starch which makes it a special way to taste the richness of sake. Today there are many flavors such as spiced peach, apple pieapple, and coco. Returning to New York, I often create maple pancakes with these cookies for breakfast, putting cream cheese on the black sesame and peanut Nihon Biyu cookies, making it a delicious way to pair with Nihon Biyu. You can never go wrong pairing sake with other items purchased in the same category.

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**HOPE FOR JAPAN**



# Shochu: The Most Promising Artisanal Liquor

Landmark Wine & Spirits in Chelsea has one of the best selections of new and exotic alcoholic beverages in New York City, especially when it comes to Asian beverages. Currently 20% of their entire sales are due to Japanese beverages like sake, shochu, and plum wine alone. Owner, Mr. James Kwon gives us his expert opinion on shochu in general and on Karuizawa, a leading brand.

## When did you start carrying shochu?

We started carrying shochu about 7-8 years ago. We started off with only 10 different kinds back then. Sake was definitely the most popular product and at that time we had about 150 different sakes. Today, we have about 80 different shochus. It's definitely a liquor we are devoted to today because it has so much integrity and artisanal craftsmanship, and for that reason I believe it's shochu very much. We try to carry every new shochu that comes in from Japan to the U.S.

## What do you think about Karuizawa?

Karuizawa is a shochu I actually use a lot for experimenting with infusions. It's a product made for a mass market, meaning it's styled so that it's very drinkable for most people. It's smooth and easy to drink, and it's not overly flavored. Although, for most customers, price is an issue...many of our customers tend to go for this bottle because of it's nice packaging and for the fact that it is made by Suntory, the makers of Yamazaki and Hibiki whisky which are well known here.

## What would you pair with Karuizawa?

I don't really like to think of it in terms of pairing because it really is a matter of personal preference. No one wants to be told how to eat or drink something. With that being said, I think Karuizawa is very flexible in application. It can be eaten with pretty much anything for a cocktail, and it can go pretty much with anything in your fridge. Although pairing hard liquor with food is not very common in the U.S., I think it would make a great agent with light foods.

## What's your favorite way to drink Karuizawa?

Mixed with hot water is the way to go for me. By drinking it slower in a deliberate way, you are able to savor the taste and appreciate the craftsmanship, plus the hot water makes the shochu more aromatic.

## What is the reception of shochu now in the U.S., and how do you think it will evolve?

In general, shochu is a beverage that has a stronger aroma than most alcohol, especially the sweet potato shochu. When people here think sweet potato, they think of you or something really sweet and shochu isn't. So it's a beverage that takes getting used to for most Americans, who are usually several years behind Japan's trends anyway. Because it's such a delicious and versatile drink, it may take another ten years or so, but I know that shochu will have its day in America for sure.



Represented by refined whiskies like the Hibiki and Yamazaki, craftsmanship is the signature of Suntory's liquors. Karuizawa has a clear yet distinctive sweet potato flavor that is crafted through meticulous work.



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## Grocery & Sake Guide

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- Stores available at [www.chopsticksny.com](http://www.chopsticksny.com)
- Checkbook NY available to pick up

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649.288.0200

**Yogure**  
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100-102 10th Street, Manhattan, NY 10018  
212.366.0000

**Asian Market\***  
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212.420.4700

**H & Y Marketplace**  
403 S. Westchester Ave, Bronx, NY 10451  
201.388.0000

**H Mart Cherry Hill**  
1208 Cedar St, Cherry Hill, NJ 08002  
873.465.4611

**H Mart Eaglewood**  
700 University Ave, Englewood, NJ 07632  
201.671.1000

**H Mart Little Ferry**  
281 Bergen St, Little Ferry, NJ 07643  
201.874.2000

**H Mart Randolph**  
301 Randolph Ave, Randolph, NJ 07070  
201.945.4400

**Mitsuya Marketplace\***  
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718.268.0000

**Midtown Fresh**  
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212.564.4400

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### Fujimura Crossroads\*

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212.476.9500

**Mitsui Ace Market**  
160-162 Franklin Ave, Flushing, NY 11355  
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**Mandy\***  
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718.361.0000

**Tokyo Japanese Steak**  
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212.514.1400

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212.757.8771

**Master Wragg\***  
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212.529.2800

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**Baskinian Liquors**  
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212.529.8850

**Lowmark Wine\***  
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212.943.2800

**MUK Liquor**  
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212.453.9995

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212.510.1000

**UFU Wines\***  
600 Madison Ave, Box 100, New York, NY 10016  
212.634.4700

**Azum Wines & Spirits**  
301 Lexington St, Box 400, 10th Flr, New York, NY 10016  
212.510.1000

**SAKARA\***  
201-203 W 47th St, 10th Flr, New York, NY 10019  
212.529.0202

### Warehouse Wines

255 Broadway, 10th Flr, New York, NY 10007  
212.467.7710

**East Village Wines**  
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212.549.7550

**New York Wine Exchange**  
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212.420.0202

**September Wines & Spirits**  
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212.554.4700

**Grandpa's Wines\***  
161 West St, 2nd Flr, New York, NY 10013  
212.554.5200

**South End Wines**  
269-271 West 2nd Street, Clifton Hill, NY 10019  
212.510.0000

**Albion Wine & Liquor**  
260 W. 14th St, 10th Flr, New York, NY 10011  
212.510.7641

**Dolce Super Markets**  
406 Morris Ave, Roslyn, NY 11576  
201.421.7400

### JAPANESE WHOLESALER

**Yokozuna Trading**  
100-102 Franklin St, New York, NY 10007  
212.423.4800

**JFC International Inc.\***  
160-162 Franklin St, New York, NY 10007  
212.423.4800

**Cooler Book USA, LLC**  
100-102 Franklin St, New York, NY 10007  
212.423.4800

**Good Trading Co., Inc.\***  
4-6 Union St, College Point, NY 11387  
212.592.4500

**New York Mutual Trading Inc.\***  
250-252 2nd Avenue, 10th Flr, New York, NY 10010  
212.510.0000

**Reynolds Trading Co., Ltd.\***  
820 Peachtree St, Atlanta, GA 30309  
404.581.0000

**Wine of Japan Import, Inc.**  
200-202 Avenue of the Americas, New York, NY 10010  
212.423.4800



### JAPANESE GRANDMA'S TIPS

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"Umeboshi green tea" is a helpful remedy. Add 1 teaspoon of umeboshi (salted plum) paste and 1/2 teaspoon of soy sauce into a cup of green tea. The umeboshi paste helps to beat fatigue. This is effective in treating not only physical but also mental exhaustion.



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Tofu Cutlet Salad



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House Foods

[www.house-foods.com](http://www.house-foods.com)

# UDON: JAPAN'S VERSATILE VETERAN NOODLE STEALS THE SHOW

Ramen is often described as Japan's soul food, but udon is another noodle universally loved by the Japanese. Throughout history it has been more popular than ramen as well as soba, and with a birthday of 1300 it is the oldest of the three. Udon is known for its versatility, as it can be served cold or hot and enjoyed at any time of year in numerous styles. The chilly winter months might have you wanting nabe-udon (hot pot with various toppings), whereas our current warm weather is likely to make you crave tsukemen (noodles dipped in chilled sauce).

Udon's varieties lies not only with its preparation, but with the noodle itself. Each region has its own type of udon that is quite distinct from others. For example, Iwano udon from Aichi is thin, whereas Gunma's Moushiwa udon is the thickest in Japan. Koganei's Sanuki udon is also known for its thickness and body.

Here in the city we have our own Sanuki udon specialty restaurant called Onyx, located near the Japanese Culinary Center (JCC). These two entities co-sponsored an udon event led by Onyx's Manager Kenichi Watanabe. Watanabe began by highlighting udon's distinct features. It is comprised of the three basic ingredients flour, water and salt, but is intended for a long time to produce its firm texture. In the case of Sanuki udon, the noodles are cooked for about 12 minutes, and are removed after boiling and shocked in cold water. This removes the slimy feel and lowers the udon's temperature to give it its bite.

Watanabe gave a brief demonstration of the start of the Sanuki udon making process by whisking salt and cold water to create 17% salinity (rate of 15 oz. salt to 11 oz. water). Following this, an is added to 2.2 pounds of flour before slowly incorporating the salted water and then mixing for 10-15 minutes. The dough is wrapped and kept at room temperature for two hours, which activates the protein gluten that

provides udon with its firmness. The next step is kneading until the dough becomes sticky, when it is put in the refrigerator to rest overnight.

The action then moved from the JCC to Onyx's kitchen where pre-prepared udon was being cooked and shown to us via a live feed. Here a new batch of udon is added to a huge pot every 15 minutes, and the water is constantly stirred to keep the temperature consistent. The dishes we sampled were niku udon (hot soup udon noodles with grilled meat) and bukake udon (udon noodles with their soupy sauce and various toppings). The broth was a combination of dashi, made up of water, seaweed, bonito flakes and dried anchovies, and miso, made up of mirin, sugar and soy sauce. Both dishes were adorned with negi (scallions) and sesame, but the bukake had grated daikon radish instead of meat and a slightly sweater soup.

I spoke with some of my fellow participants as they enjoyed the two udon. 15 year old Renzo Cruz was joined by his aunt and grandmother Nahira and Norma Tassan. It was Nahira's idea for the family to come "because Renzo loves Japanese food so it would be good for him to learn how to make it." Renzo commented, "It made me realize how much work goes into noodles!" Nahira claimed in, "The fresh taste is so different from what we get at the grocery store". Participants left the workshop with not only satisfied stomachs but noodles to take home, allowing them to recreate the udon experience in their own kitchens.

—Reported by Stacy Smith

**Japanese Culinary Center**  
77 3rd Ave., New York, NY 10003  
(212) 252-8822 | [www.japaneseculinarycenter.com/](http://www.japaneseculinarycenter.com/)

**Onyx**  
10 E. 42nd St., New York, NY 10017  
(212) 252-0650



1. Kenichi Watanabe of Onyx explains participants with many things they ever wanted to know about udon. 2. The man uses his strainer all the udon before they are boiled. 3. Onyx's manager makes yet another large batches and can hold a 20-person portion of udon. 4. The single portion of udon is then topped with daikon, negi and sesame.



# School Guide

This following is a list of schools where you can learn Japanese or English.

- Coupons available at [www.chopstickcity.com](http://www.chopstickcity.com)
- Checkups will make it easier to pick up.

## LANGUAGE

Upper West	Yosa Tezukai
100 Broadway 3rd Fl (American Ave.) 212-494-4201	Japanese

Midtown West	New York Japanese Language School
 Ariane Ariasova, our new teacher, is a young Japanese teacher who has been teaching in New York and elsewhere. I am a native and fluent speaker of English and Japanese. I have previous experience in teaching English and Japanese at private schools in Japan and Singapore. I am currently working on my MA in English literature at the University of Oxford.	Japanese
250 W 26th St, 10th Fl (American Ave.) 212-454-1000	Japanese

Midtown East	Aoyagi Japanese Language School*
214 E 42nd St (American Ave.) 212-695-0204	Japanese

Midtown East	Hello Learning
 Hello Learning is the only English school in Chiyoda, Tokyo that offers one-on-one private lessons and group classes for children from 3 years old to teenagers. We offer English classes for children, teenagers, adults, business people, and business students.	Japanese
1000 Kanda-Myojin 1-10-1 (Kanda 5-chome) 233-6121 233-6122	Japanese

Midtown East	ABC Japanese Institute Inc.*
101 Lexington Ave (20th Fl) (American Ave.) 212-695-0100	Japanese

Midtown East	Japan Security
355 E 42nd St (American Ave.) 212-238-1388	Japanese

Midtown East	Language House
310 E 42nd St (American Ave.) 212-695-0150	Japanese

Midtown East	PC Tech**
111 Madison Ave (20th Fl) (American Ave.) 212-695-0150	Japanese

Midtown East	Resort New York
217 E 42nd St (American Ave.) 212-695-1700	Japanese

Chinatown	ABC Language Exchange*
180 W 26th St (American Ave.) 212-945-0700	Japanese

Chinatown	Tutor*
100 W 26th St (American Ave.) 212-945-0700	Japanese

Chinatown	NTNEA
 If you're interested in learning Japanese, we have many Japanese teachers here. They are all native speakers and have been teaching Japanese to non-native speakers for many years. They are very experienced and have taught many different levels of Japanese, from beginners to advanced. They are also very friendly and approachable, making learning Japanese fun and easy.	Japanese
100 W 26th St (American Ave.) 212-945-0700	Japanese

Chinatown	TeachMe Languages
22-24-26 28 West Houston St (American Ave.) 212-945-0700	Japanese

Widewest	Gof Nihongo Language
PO Box 229 White Plains, NY 10603 212-662-4470	Japanese
Widewest	Japanese Study Hall

Widewest	Japanese Study Hall
100 E 26th St (American Ave.) 212-945-0700	Japanese

Widewest	Language Learning Center
1400 Broadway Ave (American Ave.) 212-945-0700	Japanese

Widewest	Kansodo Business School
100 W 26th St (American Ave.) 212-945-0700	Japanese

Widewest	Sankaku Shokugei
 Practical Japanese for business, as well as Japanese for pleasure. We offer a variety of study programs and activities.	Japanese
English Proficiency Course Business English Course Japanese Proficiency Course	Japanese

Widewest	Scrapbox Business School
200 W 26th St (American Ave.) 212-945-0700	Japanese

Widewest	Brennake Chefschool Co
102 E 26th St (American Ave.) 212-945-0700	Japanese

Widewest	Elite n Y NY Vocal Studio
100 W 26th St (American Ave.) 212-945-0700	Japanese

Widewest	N.Y. English Preparatory*
 NY English Preparatory is a non-institutional English language program designed for advanced students who want to learn English quickly and easily. Our teachers are native speakers and provide personalized instruction in grammar, vocabulary, pronunciation, and listening comprehension.	Japanese
University of Tokyo, 1-1-1 Hongo, Bunkyo-ku, Tokyo 113-0033 tel: 03-5841-4211 fax: 03-5841-4212	Japanese

Widewest	NIHONWA JAPAN USA
100 W 26th St (American Ave.) 212-945-0700	Japanese

Widewest	The Hippo Club
1670 2nd St (American Ave.) 212-945-0700	Japanese

Widewest	Lotus Books and Gifts
241 W 26th St (American Ave.) 212-945-0700	Japanese

Widewest	Markie-Kyoko Books School
 The most popular Japanese class and among foreign students, it is taught in small and individualized environments. Classes are conducted in Japanese, and students will learn Japanese quickly and easily. Our teachers are native speakers and provide personalized instruction in grammar, vocabulary, pronunciation, and listening comprehension.	Japanese
100 W 26th St (American Ave.) 212-945-0700	Japanese

Widewest	Mitsubishi Gakuen NY Branch
 Mitsubishi Gakuen NY Branch is a Japanese language school located in New York City. It offers Japanese language courses for children, teenagers, and adults. Mitsubishi Gakuen NY Branch is a member of the Mitsubishi Gakuen network, which includes schools in Japan, the United States, and other countries.	Japanese

Chinatown	Bonheur Rovers New York
102 E 26th St (American Ave.) 212-945-0700	Japanese
Chinatown	Japanese International School

Chinatown	Shang School
100 W 26th St (American Ave.) 212-945-0700	Japanese

## MARTIAL ARTS

Upper West	Aikido Up There
310 Hudson St (American Ave.) 212-462-0000	Japanese

Upper West	Kobudo Ryoko Institute
230 Hudson Ave (American Ave.) 212-462-0000	Japanese

Upper West	Shorinji Kempo NYC Branch
100 W 26th St (American Ave.) 212-945-0700	Japanese

Upper West	WBS Karate-Do New York
100 W 26th St (American Ave.) 212-945-0700	Japanese

Upper West	Aikido Shoden Dojo
100 W 26th St (American Ave.) 212-945-0700	Japanese

Upper West	WTSO Karate-Do New York
100 W 26th St (American Ave.) 212-945-0700	Japanese

Upper West	WTKO Karate-Dojo
100 W 26th St (American Ave.) 212-945-0700	Japanese

Upper West	WTSO Karate-Do USA
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Upper West	WTSO Karate-Do New York
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Upper West	WTSO Karate-Do New York
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## SENSEI INTERVIEW, VOL. 15

### "WE CREATE A WARM ENVIRONMENT FOR YOUNG CHILDREN TO LEARN JAPANESE"

Ms. Mami Kusano (Friends Academy)

#### **What are the unique ways of teaching Japanese at your school?**

First of all, our way of teaching is more like a Japanese language class in elementary school in Japan. Compared to other Japanese language schools, we focus on children who generally have some Japanese exposure in their daily life.

Our whole philosophy is about teaching children to have fun while learning Japanese. We really want them to have a positive experience and try to establish a cozy learning environment. We have a maximum of 7 students per class, so we can give individual attention to each child. The small class size is

ideal for the children to learn to interact with one another in Japanese, not just with the teacher. We also create our own curriculum according to the students' needs and levels.

#### **What do you pay particular attention to when teaching Japanese?**

Because the students don't have enough exposure to Japanese in their daily life, we have them read aloud and sing songs to get the rhythm of Japanese. Also we emphasize precision and correct stroke order over being able to write the characters quickly. But at the same time, we highlight the beauty of kanji characters and let them appreciate it.

#### **How do you encourage your students when they feel discouraged?**

When the kids feel overwhelmed, we don't push them too much. We want them to take a break and give them room to go back and enjoy learning Japanese. We also suggest the parents to not drive their children too hard and to allow the children to take a break.

**Friends Academy of Japan** | Children's Society  
365 Lexington Ave (bet. 33rd & 46th Sts.), 5th Fl  
New York, NY 10016  
TEL: 212-855-6235 | [www.friendsacademy.org](http://www.friendsacademy.org)

#### KOMITSU SENSEI'S MINI LESSON

##### "IRETE!" + "IYO!"

When children want to play with new friends or join in a game, they often don't have the vocabulary to express their wishes. It's good when children use the phrase "irete!" [lit. "Let me in!"] to show that they want to join the group. The response from the other children should be "iyo!" [lit. "OK!"]. The dialogue of "irete!" and "iyo!" is a good way for children to naturally introduce themselves and become friends.

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# Yokai & Other-worldly Beings

By Yusuke Nomura

Japanese folklore abounds with stories of spirits, monsters, o-bake (shape-shifting creatures), oni (ogres), yurei (ghosts) and other worldly beings of all kinds. Known collectively as yokai, these creatures have long been popular subjects for manga. This month, I'd like to introduce some of the most influential yokai manga titles and authors.

In the 80s and 90s, characters from yokai folklore were introduced into this world of manga changing its landscape forever. The pioneer of yokai manga was Shigenobu Mizuki. Born in 1922, he grew up listening to yokai stories told to him by a local woman. He created the classic yokai manga *Ge Ge ne Onna* in 1955. This phenomenally popular manga thrust yokai into Japanese popular culture and his kame-kawais (protections yet cruel) yokai characters including Medama Oyaji (Eyeball Papa) and Inse Momoza (Cotton sheet) and his gruesome yet humorous, folk-lore infused yokai stories appealed to Japanese of all ages.

In the 80s and 90s Fujio F Fujio had a major influence on yokai manga. Their most famous creation *Demoncat*, the rabid cat from the future is reappearing.

**Yusuke Nomura**

Ryan of comic and manga review website *Geekology*. Business Marketing Major. He's personal favorite than the yokai manga category in Poly-vo Reber see when Kira, a young doctor who can turn yokai with the body of his assistant, Kaito.

Based on a cultural icon of modern Japan, but they also wrote two early children's yokai manga. *Obake no O-dama* is story of a mischievous o-bake and his school boy companion Sotaro and *Kobito-kun* (the Monk) which features a gang of Western-inspired monster characters including Dracula, Wolfman, and Franken. Compared to the gruesome work of Shigenobu Mizuki, Fujio F Fujio's yokai manga was lighter, cuter and emphasized comedy. These pioneering works paved the way for a thriving genre and in the 70s many yokai manga and anime titles burst onto the scene.

Long before classic J-horror films like *The Ring* and *The Grudge* terrified the world from the late 90s to 2000s, manga writers were laying the groundwork for the genre in the 70s and 80s with horror stories often featuring yokai. In his *Miyako Kyōdōjin* (The Surfing Classroom) in 1978, Kazuo Umezu's depicted a school that drifts into an alternate world, in a waste land in which the students and teachers are the only survivors. In Junji Ito's *Tororo* published in 1987, the female embodiment of evil, Totoro wreaks havoc on all those around her, and regenerates after being killed.

Today, the yokai manga genre is more crowded due to the popularity of vampire and zombie titles, which obscure the presence of conventional yokai literature popular and innovative yokai manga can remain to be published. *Jinnyaku*, the fantastically popular shonen manga by Rumiko Takahashi transports readers to a fantastical feudal Japan as it follows

the adventures of the title character, a half demon dog yokai and his human companion Aiono. *Yūjin-oh!* (Natsume's Book of Friends) and *AOH!* tell the stories of humans who have the gift of being able to see and communicate with yokai. A unique and innovative manga, *Akashatachi* pushes the boundaries of the genre, featuring spirit beings which are similar to yokai but more like embodiments of nature rather than monsters or ghosts. Though there is no single dominant yokai in the 2000s, yokai world bursts with unique, eccentric creatures.


**Ge Ge Ge no Kitaro**

The quintessential yokai manga by the master and pioneer of the genre, Shigenobu Mizuki. *Ge Ge Ge no Kitaro* brought yokai into pop-culture and remained popular over the decades since its creation in 1955. The Yokai characters such as Medama Oyaji and Nezumi-Otoko have become so famous that they are household names in Japan.


**Mushishi**

Acclaimed for its artwork and original concept, *Mushishi* the manga series by Yuuichiro, has delighted critics. The series, which features spirit-beings called mushi and a human mushi-master who can interact with them, was adapted for a anime series and a live action feature film. The manga is available in English.

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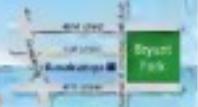
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NYC: 645 5th Avenue, New York, NY 10019





## Shop Guide

The following is a list of shops where you can buy Japanese goods, services and more.

- Coupon required at [www.shopjapan.com](http://www.shopjapan.com)
- Checkups not available to purchase

### FASHION

Upper West Side	De's Matz*
101 Columbus Ave (bet. 75th & 80th Sts.) 212.589.5885	Clothing

Upper East Side	R by Issey Miyake
171 Madison Ave (bet. 65th & 75th Sts.) 212.623.8885	Clothing

Upper East Side	Sango Accessories
131 East 78th St (bet. 5th & 6th Avs.) 212.454.4275	Accessories

Upper East Side	SENIDO NECKWEAR
131 Madison Ave (bet. 65th & 75th Sts.) 212.623.8871	Accessories

Midtown East	Miki House
1020 3rd Ave (bet. 42nd & 43rd Sts.) 212.989.0802	Clothing

Chelsea	Jewelry Tools/Books
244 W 26th St (bet. 6th & 7th Aves.) 212.929.0802	Clothing

SoHo	Poppys*
100 Bowery (bet. 6th & 7th Aves.) 212.960.0000	Accessories

Midtown West	Japan Tea
100 Madison Ave (bet. 65th & 75th Sts.) 212.989.0802	Accessories

Midtown West	Yosaku
501 1/2 W 26th St (bet. 6th & 7th Aves.) 212.929.0802	Clothing

West Village	Yosaku
501 1/2 W 26th St (bet. 6th & 7th Aves.) 212.929.0802	Clothing

East Village	ANNOLOGY
920 E 8th St (bet. 2nd & 3rd Aves.) 212.620.9700	Clothing

East Village	Local Clothing
500 E 7th St (bet. 2nd & 3rd Aves.) 212.419.2818	Clothing

East Village	Tokio 1*
107 E 10th St (bet. 2nd & 3rd Aves.) 212.620.6843	Clothing

East Village	Tokyo Joe
229 E 7th St (bet. 2nd & 3rd Aves.) 212.419.4634	Clothing

SoHo	De's Matz Tribeca
10 Columbus St (bet. 2nd & 3rd Aves.) 212.960.2707	Clothing

Tribeca	Aroh
70 W Houston St (between 8th & 9th Avenues) 212.501.7487	Accessories

Tribeca	Facial Index
640 Greenwich St (bet. Mercer & W. Houston Sts.) 212.612.7389	Skincare

Tribeca	Karen's Closet
71 W Houston St (bet. Mercer & W. Houston Sts.) 212.361.7708	Skincare

Tribeca	Miki Matz
10 Columbus St (bet. Spring & Houston Sts.) 212.419.1584	Clothing

SoHo	R by Issey Miyake
501 1/2 W 26th St (bet. 6th & 7th Aves.) 212.929.0802	Clothing

Tribeca	UNIQLO
10 Columbus St (bet. Spring & Houston Sts.) 212.229.0802	Clothing

Tribeca	Yelp Yemekciye*
101 Grand St (bet. 2nd & 3rd Aves.) 212.989.0000	Clothing

Tribeca	Poppys Flea*
180 W 20th St (bet. 6th & 7th Aves.) 212.524.1245	Skincare



### Anime Castle

10th Flr., 1 Legend Bldg.  
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### J-POP CULTURE

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Midtown West	Jin Matsumoto's Universe*
100 W 34th St (bet. 6th & 7th Aves.) 212.989.0000	Books

Midtown West	Kashimura Evolution*
100 W 34th St (bet. 6th & 7th Aves.) 212.989.0000	Books

Midtown West	Midnight USA
8 W 29th St (bet. 5th & 6th Aves.) 212.947.5552	Books

Midtown West	Mitsukaze Coaster*
209 W 46th St (bet. 6th & 7th Aves.) 212.989.4137	Mugs

Midtown West	Mitsukaze Comics*
100 W 34th St (bet. 6th & 7th Aves.) 212.989.0000	Mugs

Midtown West	Orange Avenue*
100 W 34th St (bet. 6th & 7th Aves.) 212.989.0000	Books

Midtown West	AC Gears
100 W 34th St (bet. 6th & 7th Aves.) 212.989.0000	Accessories

Midtown West	Fotofolio Prints*
80 W 29th St (bet. 5th & 6th Aves.) 212.947.1515	See

Midtown West	Kappa Video St. Marks
124 1/2 St Marks St (bet. 2nd & 3rd Aves.) 212.533.2900	Video Rental

Midtown West	St. Marks Comics
115 St. Marks Pl (bet. 2nd & 3rd Aves.) 212.536.0467	Mugs

Midtown West	Seasame Mart
112 2nd Ave (bet. 2nd & 3rd Aves.) 212.531.3042	See

Midtown West	Toy Garage*
112 2nd Ave (bet. 2nd & 3rd Aves.) 212.429.1622	See

Midtown West	Video-Escapes New York*
202 E 13th St (bet. 2nd & 3rd Aves.) 212.520.1999	Video Rental

Midtown West	Acrobatics
113 2nd Ave (bet. 2nd & 3rd Aves.) 212.429.4975	See

Midtown West	Swissie Mart, Soho
421 Spring St (bet. Houston & Mott Sts.) 212.211.0443	Video Rental

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[Info@mikihouse.com](http://www.mikihouse.com)

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950 Morris Ave, Ste. 100, Bronx, NY 10462	Business

Queens	Azumi Castle*
100-15 20th St, Flushing, NY 11354	Business
212-455-7594	

Long Island	Asami Castle
12-1000 Am. Africa Rd, Shirley, NY 11968	Business
516-234-0463	

## TRADITIONAL

Upper East	Sensei*
100-10 Madison Ave, Ste. 800, 8th Fl., New York, NY 10022	Business
212-585-0760	

Midtown East	Japanese Gallery Center
711 3rd Ave, 3rd Fl., New York, NY 10017	Business
212-986-3222	

Midtown East	Minnesota Kitchen*
680 Fifth Ave, 10th Fl., New York, NY 10022	Business
212-420-4500	

Midtown East	Precious Pieces
10 E 53rd St, 10th Fl., New York, NY 10022	Business
212-986-4500	

Chelsea	KYOTERA*
200 W. 26th St, 10th Fl., New York, NY 10011	Business
212-549-0400	

Chelsea	Makoto
100-10 26th St, 10th Fl., New York, NY 10011	Business
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Chelsea	Katzenbach House
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Chelsea	Asami Americas Arts Ctr
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212-549-0400	

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**"Your skin reflects your body's overall health."**

**Beauty Advisor of the Month:** Ms. Fukiko Takahashi of Nihon Day Spa

**What are the unique services at Nihon Day Spa?**

Each skincare treatment is individually tailored to meet the needs and concerns of each client. I use a combination of products to address concerns such as oily skin, wrinkles, sensitive skin, etc. according to the clients' problems. Our relaxation message, which concentrates along the lymph, improves blood circulation, removes toxins, helps transport nutrients to the skin and releases the stress and fatigue accumulated.

**How do you find the appropriate solutions for each client?**

I do a thorough assessment of each new client, discussing how they are feeling and how they want their skin to look, in addition to examining their skin type from outside. I realize that sometimes their concerns are more than skin-deep; it has to do with their lifestyle. I advise my clients to look at their daily routine

—Are they getting enough sleep? Do they have a balanced diet? Do they have a proper exercise routine? And then I make suggestions accordingly.

**Any beauty tip for the summer?**

In America it is very popular to tan the skin to an olive color. But the results are opposite to excessive amounts of UV rays causing not only wrinkles, spots and premature aging, but also an increased risk of skin cancer. Get into the habit of putting on sunscreen lotion, and if possible avoid sun exposure from 10 am to 2 pm when the sun's rays are the strongest. If you do get sunburned, be sure to cool and moisturize the skin, drink plenty of water and take vitamin C.

**Nihon Day Spa**

15W 44th St., 2nd Flr. & 8th Ave. (btw. 10th & 11th),  
New York, NY 10011  
Tel. 212.644.4987

**Beauty & Health Tip**

from Ms. Takahashi



I believe that your skin reflects your body's overall health, so what you eat is very important. It is easier to create a diet that is balanced around fruits and vegetables while adding protein to the meals such as fish or meat. I make sure to eat plenty of antioxidant fruits and vegetables that contain a abundance of vitamins and anti-oxidents, nutrients known for its anti-aging effects. So, my advice is to prepare meals from a wide variety of ingredients. Consuming over 30 ingredients per day is ideal for a balanced diet. I always take into consideration the current condition of my skin and make adjustments to my diet accordingly.

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Lymphatic Drainage is the process in which lymphatic fluid is circulated throughout the body to remove toxins and waste buildup. It will not only pick up your skin condition dramatically, but it will also improve your health. It is a non-invasive massage technique that delays the aging process of skin by stimulating lymphatic circulation.

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732-991-4770

**Kat Village** **Rapido Salons**  
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732-991-3043

**Kat Village** **SEI-TOKYOsalon 62**  
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**Kat Village** **SEI-TOKYOsalon 113**  
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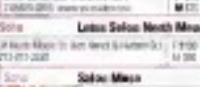
**Kat Village** **Tokusensha Hair\***  
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**Kat Village** **Yu-C Show\***  
  
The most popular "trendy" salon in Kat's Market. Located in the heart of Kat's Market, Yu-C Show offers a variety of services including hair styling, makeup, and nail art. The salon is known for its friendly atmosphere and commitment to providing high-quality services at reasonable prices.

101 Las Alas St., Kat's Market I-A/C Kat's Market I  
732-808-4770, 732-808-4771, 732-808-4772

**Sola** **Lotto Sola Nostic Milano**  
24 High Street, Kat's Market I-A/C Kat's Market I  
732-971-2228

**Sola** **Sakura Meza**  
  
Modern styled by the owner and his wife, this salon has quickly become a favorite in Kat's Market. The salon offers phenomenal Japanese-style styling techniques as well as 100% pure plant cosmetics in addition to other services.

101 Las Alas St., Kat's Market I-A/C Kat's Market I  
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**Sola** **Lotto Sola Prince St.**  
171 Las Alas St., Kat's Market I-A/C Kat's Market I  
732-971-2229

**Brendlyn** **Connors Salons & SPA**  
101 Las Alas St., Kat's Market I-A/C Kat's Market I  
732-808-4770

**Long Island** **Li Wigs**  
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**WheatChikara** **Akane Salons**  
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**WheatChikara** **Hair Studio NAKA\***  
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- Chikawara
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 • Checkups 10% deductible to pick up

### SHIATSU

Upper Back	Your Free Self
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Midtown West	Ozaku Health Spa 46
MT Shinjuku 6 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Midtown West	Salsa da Tokyo
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Midtown East	Dove Holistic Center
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Midtown East	Seacrest Studio
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Get a 10% price off group treatment. Your health insurance will not cover it. At 2000 yen, the MT studio rates are currently equivalent to \$2000 in New York City. Not to mention, this is a 100% non-invasive procedure and get rid of those tensions. If you're a frequent customer, you get 10% discount. Please call Seacrest Studio. Open Mondays through Friday from 10 AM until 8 PM.

101-1 Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071  
03-5541-0000

Midtown East	usas NY LLC
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Midtown East	Eagle Shiatsu Shimbashi
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Midtown East	IBD HOLISTIC CENTER*
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

\*IBD Holistic Center offers private sessions, individual Japanese shiatsu massage and it also offers reflexology and shiatsu, 20 minutes each session. Please note: we do not accept payment plans. Call 03-5541-0000.

101-1 Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071  
03-5541-0000

Midtown East	Kanzaki Inc.
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Chidorigauchi	Cowficks Japan*
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

East Village	Kosay
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Lower West	Health Craft CB
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Lower West	Housewife Beauty Salon
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Lower West	Eagle Shiatsu Shimbashi
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

### ACUPUNCTURE

Upper East	Hankyu Ferry Spa
MT Chiyoda 2 Chome 1-10, Chiyoda-ku 102-0071 03-5541-0000	1000 1000

Whitney Street	Edochee Clinic
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Whitney Street	Palace Medical Group
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Whitney Street	NY Acupuncture & Herbs
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Madison Avenue	Years Quick Acupuncture*
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Whitney Street	Academic Center*
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Whitney Street	Any Acupuncture
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Whitney Street	Any Slimming Life
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Chidorigauchi	Laura & Companion
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Chidorigauchi	Salsa Natural Health
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Chidorigauchi	China Koi
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Lower West	Korean Acupuncture
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Lower West	Dr. Hoag
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

Lower West	Edo Holistic Center*
MT Shinjuku 1 Chome 1-10, Shinjuku-ku 102-0071 03-5541-0000	1000 1000

## JAPAN PIP QUIZ

Sumo wrestlers are called *sekitori*. What is the highest title a sekitori can earn?

- Ozeki
- Yakuza
- Doryo
- Komusubi

## GRAND OPENING CAMPAIGN

Do Holistic Center is a premier Massage & Spa facility providing optimal massages in Midtown New York

**50% OFF!**  
**90 MIN. PACKAGE**  
Reg. \$140 → \$68

30 min. Hand Soak & 60 min. massage  
to choose of Shiatsu, Deep Tissue, and Swedish massage. \*See details

TEL: 212-599-3300 [www.idocenter.com](http://www.idocenter.com)  
25 E. 48th St, 3rd Fl (bet Madison & 5th Ave.)

IS YOUR BODY ODOR CHANGING?  
AOI, AGING ODOR INCIDENCE

-What is AOI-

Aging Odor incidence is common in people over 40. It's well established that the body odor phenomena called "Aromat" increases with age. Planned in an ample amount of time which you might have normal in morning need to. Mirai products eliminate body odor reducing AOI and prevents bacterial growth.

Mirai Purifying Body Wash & Spritz  
are the only products in the U.S. that prevent and eliminate AOI.

[www.nonenal.com](http://www.nonenal.com)

TEL: 205-617-1344 (10am - 8pm EST)

Get this body spray by entering

"Mirai to MI" in the comment field when placing your order. \$10-off each bottle!

# Let us know what you think

Take our annual survey and win a fabulous prize!

**WWW.CHOPSTICKSNY.COM** (Until Aug. 21)



Chambre De Sucre

Set of Gourmet Sugar Collections

\$32.99 value

Multicolor Sols, Red and White Flowers (berry flavor) and M/M Cubes

[www.chambredesucre.com](http://www.chambredesucre.com)

2 winners



[JSHOPPERS.com](http://JSHOPPERS.com)

Kigaruya  
Gauze

Handkerchief  
5-pack

\$11 value  
[www.JSHOPPERS.com](http://www.JSHOPPERS.com)

5 winners



C/Lab USA

Aqua Collagen  
Super Moisture

1.7 fl.oz./50g \$16 value

It moisturizes multiple layers of the skin for a supple, soft feeling

[www.clabusa.com](http://www.clabusa.com)

40 winners

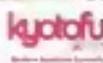


Kyotofu  
Signature Gift  
Assortment

\$25 value  
an assortment of Japanese treats

[www.kyotofu.com](http://www.kyotofu.com)

2 winners



Interesse Club

6 Months Free  
Marriage Partner  
Matchmaking Service

\$360 value

[www.interesseclub.com](http://www.interesseclub.com)

10 winners



Maguro International

Tuna Jerky

\$1.99 value

[www.magurointernational.com](http://www.magurointernational.com)

10 winners



Nihon Day Spa

Gift Certificate for  
Deep Pore Cleansing

\$10 value

The Midtown East Nihon Day Spa offers a gift certificate for facial care by a licensed aesthetician.

1 winner



Nihon Day Spa



Tomotsuya  
Gohan ni Kakers  
Katsubushi

\$11.99 value

Finely ground to its grainy texture  
rice - why the brand name from the  
bonito fish is used for a refreshingly  
tasty rice that will fill your mouth

<http://www.tomotsuya.net>

10 winners



RICOH GR DIGITAL III \$1000 value  
The pocket-size professional camera boasts surprising sharpness and low distortion

[www.ricoh.com](http://www.ricoh.com)

1 winner



**RICOH**

Zebra Pen  
Set of 5 Assorted  
Pens \$16 value  
The set includes F-301, HI-501,  
Santos-Grip and Legend  
[www.zebrapen.com](http://www.zebrapen.com)

10 winners



YAK SON HYUNG GA

Face Reduction Care 1

time free ticket \$110 value

Win a token good for one  
treatment of Bone Therapy II  
directly stimulates the bones and  
resultants in this way the face  
becomes smaller and imperfections  
are also eliminated  
[www.yaksonhouse.com](http://www.yaksonhouse.com)

1 winner



Zojirushi UMAMI™ Micom Rice Cooker & Warmer 5.5 cup \$299 value

The UMAMI™ function setting that scales and  
stirs the rice longer for enhanced flavor while  
Slow Cook function that allows the  
rice cooker to work like a slow  
cooker

[www.zojirushi.com](http://www.zojirushi.com)

1 winner



e v e n t  
e n t e r t a i n m e n t  
L e i s u r e

**CALENDAR**

EXHIBITION  
PERFORMANCE  
LECTURE / FORUM / FILM / FESTIVAL  
EVENTS  
HAPPENINGS

JAPAN EARTHQUAKE AND TSUNAMI INFORMATION





## Exhibition

### August 13-27 FREE

**Planet Alem: Multiple Artists Express Crosses for our Parents**

#### Gallerystownlyng

The bombing of Hiroshima and Nagasaki which occurred on Aug. 6 and 9 respectively in 1945 are still a powerful cultural memory for many Japanese, making August an important and solemn time. The disaster at the Fukushima Dai-ichi nuclear plant has reopened those old wounds, causing many Japanese, and people throughout the world, to be concerned for the future of our planet. Multiple artists will express these concerns in "Planet Alem", an exhibition taking place. The following artists will be contributing: Makiko Kanno, Hayami Taniguchi, Satoru Mihara, Steven Wada, Kenako Miyamoto, Roberto Iwata, Tomoko Noguchi, Gerald Addison, Takeshi Arai, Ayaka Senda, Samimura Ito, Angela Velasco, Eric Grisberg, and Kaito Iwamura. The exhibition opening will be held on Aug. 2 from 6-8 pm.

Location: 279 Thompson St., Bet. Bedford & Canal Sts.  
New York, NY 10002  
Tel: 212-479-6344 | [www.gallerystownlyng.org](http://www.gallerystownlyng.org)

### August 24-September 2 FREE

**The 4th Annual Chopsticks NY Cover Artist Contest: An Exhibition of the Finalists**

#### Chopsticks NY / Annex Art Gallery

This year, Chopsticks NY chose three prominent artists as finalists: Nick Nevin, Panta-Rhais, and Isobel Ross. They will produce cover art for the issues of 2012. The exhibition features original works of all three artists. Opening reception will be held on Aug. 26 from 6 to 8 pm.

Location: Annex Art Gallery  
327 E. 26th St. (bet. 1st & 2nd Aves.) 2NC New York, NY 10016  
Tel: 212-253-3030  
[www.chopstickyny.com](http://www.chopstickyny.com)  
Info: [www.dynamictype.com](http://www.dynamictype.com)  
Tel: 212-479-6344 (x112)

## Performance

### September 18

**The 4th Annual Coda World Music Concert**

The fourth annual Coda World Music Concert will be held at the New York Society for Ethical Culture Concert Hall on Sept. 18. This year, Gregory Vargas and his Mexican Symphony Orchestra will perform Beethoven's "Missa Christi Resurrexit" and Jean Sibelius's "Tapiola," featuring the choral group Japan Choral Harmony. In addition to the orchestra performances, three artists are joining the concert from areas in Japan that were most affected by the latest earthquake. The artists include: J-Pop singer Kyotaro (from Sendai), Japanese singer singer Miki Bailey (from Miyagi), and Hacico (from Fukushima).

Location: 3 W 44th St. (bet. Central Park West & Broadway) New York, NY 10036  
Tel: 646-470-8016  
[www.musicaflamejada.com](http://www.musicaflamejada.com)  
Box office: [www.tickets.com](http://www.tickets.com)



## Lecture/Forum/ Film/Festival

### August 26 FREE

**Free Chamber Dance Series, Lecture & Workshop  
Nohre-Kai Nohkyo Dance School**

Junko Fischer, an Elementary dancer and instructor, who does three types of traditional dances, classical song and folk songs accompanied by her Sanbanji instrument. On Aug. 26 from 6-7:30 pm, Junko will perform a 90 minute program as part of an ongoing educational program on Japanese dance sponsored by the Queens Library. The program includes a lecture on the background of Nohkyo Court dance, no dance, and traditional music. Junko will also offer full dance lessons to participants. Children are welcome.

Location: Queen Library, Flushing Branch  
85-17 Main St., Flushing, NY 11365  
Tel: 718-535-4985 | [www.junkofischer.com](http://www.junkofischer.com)



### August 28

**Traditional Japanese Music Gagaku Workshop:**

**MIE Inc.**

At the Terri Cultural Institute, four professional gagaku players will instruct this form of traditional Japanese music in a workshop produced by MIE Inc. entitled "16th, 17th and Experience GAGAKU!!". Gagaku, or elegant music, was brought into Japan from the Tang Dynasty Court in China and other Southeast Asian countries during the 8th century. In Japan, the music was refined and developed over many centuries. Today, this music is still part of the ceremonies of the royal family and state shrines. At this workshop, participants will learn to the beautiful harmonies, learn the instruments, and even experience playing this wonderful music.

Location: Terri Cultural Institute  
434 W. 13th St. (bet. 5th & 6th Aves.)  
New York, NY 10011

TE: 212-645-2880

Info: [www.karate.com](http://www.karate.com)[www.karate.org/info/jugaku.html](http://www.karate.org/info/jugaku.html)

## Event

July 25 - August 5

Hudson Restaurant Week

Kamegashū / Kamegashū To



Located in Jersey City, Kamegashū has served fresh sushi and traditional Japanese favorites for over 15 years and its sister restaurant, Kamegashū To has served delicious Japanese for about 10 years. This year, Kamegashū and Kamegashū To will be participating in "Hudson Restaurant Week" by offering a nice selection of gourmet pri-

ses menu. Throughout the week, you can enjoy a special three-course, prix-fixe lunch (\$15-\$18) and dinner (\$25-\$35). Prices are per person and do not include beverage, tax or gratuity.

Location: Kamegashū

102 Montgomery St., Jersey City, NJ 07302

Tel: 201-623-6447

Kamegashū To

49 Avenue Ave., Jersey City, NJ 07306

Tel: 201-523-8114

[www.kamegashu.com](http://www.kamegashu.com)

August 2-3

Silver Week

Cowieicks Japan

Looking to ensure better health for senior citizens, August will see the first "Silver Week" event at Cowiecks Japan. Senior citizens, 60-years of age and older are invited to have a 45-minute shiatsu massage between 10 am-1 pm at the special rate of \$39. "Silver Week" will be held the first week of every month. Appointments are required on Tuesday and Sunday and walk-in's are welcome Wednesday thru Saturday. Please call for more details.

Location: 137 W. 38th St., Ste. 400 E. 29th Ave?

New York, NY 10018

Tel: 212-347-2122

August 10 &amp; 28

A Sake Summer Night's Sake

ASPEC / Wines

Dinner from 6-8 pm. Parking is limited, so use the Mitsuwa Shuttle from NYC Port Authority or take the NJ Transit Bus # 156 or 185.

Location: 315 River Rd., Edgewater, NJ 07020

Tel: 201-949-8112

[www.aspec-usa.com/english](http://www.aspec-usa.com/english)

On Aug. 19 and 20 from 5 to 11 pm at Wines restaurant, the Aka-Sake Producers and Export Council (APCEC), a consortium of 5 dynamic, award-winning, award-bearers from Aka-Producers in northern Japan, presents "A Mid-Summer Night's Sake". Featuring a variety of specially selected Aka-Sake sake, a surprise cocktail and summer dishes that whimsically interpret Shakespearian scenes, plus Call for reservations.

Location: Wines

300 E. 46th St., 6th Fl. A &amp; B (2nd floor)

New York, NY 10017

Tel: 212-939-1929

[www.apcec-usa.com](http://www.apcec-usa.com)[www.wines-nyc.com](http://www.wines-nyc.com)

August 23

Summer Festival at the Japanese Spectating Restaurant

Tabataya

A rustic-style (charcoal grilling) specialty restaurant in the East Village, Tabataya presents a "Natsu Matsuri" (Japanese Summer Festival). The event will feature festival games and activities like darts, water balloon tosses, prizes of beer and sake, and a display of swords. Customers wearing yukata will receive 20% off coupons. There will be plenty of seasonal foods and delicious Japanese yakitori, teriyaki, ramen, Soba E. 16th St., Bet. 3rd & 4th Aves.

Tel: 212-620-0009

Tel: 212-620-0010

[www.tabataya-ny.com](http://www.tabataya-ny.com)

September 18

Sake Expo &amp; Food Show 2011

JFC International, Inc.

JFC International, Inc. will hold its annual food and sake tasting event, the Sake Expo & Food Show 2011 at the New Yorker Hotel. The event will feature new products from Japan, a sake serving demonstration by brewers from Japan and lots of sake and food from over 40 Japanese companies. Please note that this is a business-to-business event, and is open to restaurants and retail outlets only.

## Event Feature

August 13

### Mitsuwa Marketplace Summer Festival

In the midst of high summer, Mitsuwa Marketplace's parking lot, on the Hudson River side, will transform into a Natsu Matsuri (Japanese Summer Festival). Over 15 booths will be on display, enhancing the festive mood. Gastronomic specialties and booths include yosa (soybean sprouts), koh-pot, gyoza, and o-nigiri (Japanese rice ball). Food vendors offer cotton candy, candy floss, soybean rice, gyozas, takoyaki, toro, toro green tea, grilled lobster, grilled scallops, okonomi-yaki (Japanese pancake), yakisoba (pan-fried rice dish), yakitori (chicken skewers), shaved ice and more. Taiko drumming performances will be held every hour. The festival culminates with Bon Dance & Taiko Matsuri.

**Location:** The New York Area!  
**407 8th Ave., 4th Fl 10018**  
**New York, NY 10001**  
**Tel: 212 634 9805**  
[www.tokomoshine.com](http://www.tokomoshine.com)

## Happenings

**Special Conditioning Treatment Offer for ChezPatis**  
**NY Readers**

### Tamako Shime Hair Salons

Known for their comfortable environment and highly skilled stylists, Tamako Shime Hair is now offering a free Nogito HY Conditioning Treatment for \$35 (both hair cut only). This special conditioning treatment transforms the hair, creating a brilliant shine, healthy bounce and a super silky feel. Please note that the Nogito HY Conditioning Treatment offer cannot be combined with Tamako Shime's 20% off grand opening promotion. Be sure to mention ChezPatis NY to receive this discount, valid until the end of August.

**Location:** 17 E. 39th St. (bet. Lexington & 2nd Ave.)  
**New York, NY 10016**  
**Tel: 212-759-6888**

## Event Feature

**August 21**

### Japan Block Fair

The year's Japan Block Fair will be held on Aug. 21 on Madison Avenue and 4th Street. It's a chance to experience a Japanese summer festival in the middle of New York City. There will be 40 stalls selling Japanese food and merchandise in the street. With a wide range of Japanese food, arts, crafts, services, and performances, there is plenty to do and see for everyone. Some of the highlights you can't miss are:

#### Fujinoya Yokohama

The 2 time winner of Japan's 8-kyo Soba Event (openner for food) competition, Fujinoya Yokohama will participate in the fair for the first time. This hearty soba-niku features firm noodles with a good bite mixed with pieces of meat with rich sauce.

#### Kobanen (Hot Guy) Contest

Carrying the classic Comme tradition from last year, this year there will be a women's combi-drama contest.

**233 W. 14th St., bet. 7th & 8th Aves.**  
**New York, NY 10011**  
**Tel: 212-438-4257**  
[www.japanblockfair.com](http://www.japanblockfair.com)



**New Benefit Sake-en-tea**  
**Lipton Fresh Tea**



Hot guys will show off their bodies and battle it out in just their own trunks.

#### Soccer Freestyle Battle

A soccer freestyle battle in which competitors show off their ball-handling skills, juggling and manipulating the soccer ball in any way they choose. Competitors from various countries including, of course, Japan, will battle for the pride of their country.

Feel the excitement of Japanese Sumo Match!

**Location:** Madison Ave. and 4th St., New York, NY 10017  
[www.japanblockfair.com](http://www.japanblockfair.com)



No better time, Lipton offers more than 400 kinds of fresh teas throughout the year, ranging from seasonal teas to their unique blends of flavored teas. Now, you can enjoy Lipton's popular Sake-en-tea anytime of the day or night with their "new" Decaf Sake-en-tea blend. A decaffeinated black tea flavored with Japanese Cherries, which has a sweet and fruity taste. One 1.76 oz (50g) pack is \$8 and a 10-teabag box is \$8.50. For more information, please visit their website:  
[www.liptonusa.com](http://www.liptonusa.com)

## Summer Specials at Kamei & Takeya Place

### Katoga

Katoga, a ramen and tapas restaurant in the East Village, is currently offering a glass of Sapporo draft beer for \$1.95 as part of their Summer Specials. Other Summer Specials include their new appetizers such as Garlic Potatoes (\$13), Miso Tofu (\$13), Chicken Breast Filet with Shiso Leaf (\$15), and Tuna Tartare with Pesto Sauce (\$10). **Location:** 576 E. 9th St. (bet. Ave. A-B)  
**New York, NY 10009**  
**Tel: 212-227-2610**  
[www.katogynyc.com](http://www.katogynyc.com)



**Special Massage Package Deal for ChezPatis NY Readers**

### One Holistic Center

Located In Midtown Manhattan, One Holistic Center is New York City's premier Japanese massage & spa salon specializing in Shiatsu massages and healing therapies. They are now offering a 90-minute package for \$80 (Reg. \$140), which includes a 60-minute massage plus a 30-minute tempeh herbal sauna and shower. Please mention ChezPatis NY to take advantage of this exclusive deal. Offer ends on Aug. 31.

**Location:** 22 E. 39th St. 3rd Fl., (bet. 5th & Madison Ave.)  
**New York, NY 10017**  
**Tel: 212-999-3440**  
[www.oneholistic.com](http://www.oneholistic.com)

**Special Appetizer Menu with an Extra Option for ChezPatis NY Readers**

**Wasabi**, the Japanese restaurant located in the East Vi-

lege with the motto "seasonal, local, healthy", is offering a special Chef's Selection Appetizer menu during August from 5 p.m. The appetizers, regularly \$10-\$12 a piece will be available for 2 for \$18. Plus, Chopsticks NY readers will be able to select tempura (2 shrimp and 3 vegetables), which is not normally available on this menu, as one of their appetizers. Also, from 5 p.m. Sapporo-donburi will be available for \$4 (Reg. \$7) and select sake will be 25% off.

**Contact:** 104 E. 49 St., (bet. 2nd & 3rd Aves.)

New York, NY 10017

Tel: 212-979-3679

[www.chopstickny.com](http://www.chopstickny.com)



#### New Sushi Party Sets for Delivery

[tinyurl.com](http://tinyurl.com)

The casual, reasonably priced Japanese restaurant, sushy, has introduced a new sushi set for delivery, the Sushi Set, which is perfect for a small party. The set, which costs \$32, and serves 4-7 people, includes 10 sushi rolls such as Dragon Roll, Shrimp Tempura Roll, Salmon Roll, and Crunchy Crab Roll and 15 pieces of nigiri sushi. Six other sets are available from \$25 and custom sets can also be made to order. Call for more details.

**Contact:** 201 E. 10th St., (bet. 3rd Ave. & Roosevelt)

New York, NY 10017

Tel: 212-226-7024



#### 20% Discount On All Lenses

[tinyurl.com](http://tinyurl.com)

Focal Index offers hand-selected eyewear collections that specialize in vision technology and attractive designs directly from Japan. From now until the Labor Day week-

end, Focal Index is offering 20% off of all lenses. Don't miss this great opportunity to pick out your new look before the school year begins. Offer ends Sept. 5.

**Contact:** 10M Grand St.  
(bet. Mercer & Greene Sts.)

New York, NY 10013

Tel: 212-613-1015

[www.focalindex.com](http://www.focalindex.com)



#### Feng Shui Store Moving Sale

**Feng Shui Fortune Center**

Feng Shui Fortune Center is closing their Morristown, New Jersey location, in Teaneck, California. The Manhattan location will continue normal operations. During July, they will conduct a moving sale in both Morristown and New Jersey locations. All items over \$20 will be 20% off. Feng Shui Fortune Center is dedicated to Feng Shui, the Chinese art that conserves the flow of energy from the surrounding environment. They offer the highest quality, genuine, certified Feng Shui items and power stones.

**Contact:** New Jersey - Closed on July 29

150 Roe Road, Clifton, NJ 07012

**Morristown**

1291 6th St., bet. Lexington & 3rd Aves., 2nd Fl.

New York, NY 10017

Tel: 973-652-6754

[www.fengshuifortune.com](http://www.fengshuifortune.com)

#### Free Purifying Body Scrub for Chopsticks NY Readers

[tinyurl.com](http://tinyurl.com)

Aging specialist, Hana Day Spa specializes in eliminating Naramai, the cause of ADL (Aging Daily Life). Naramai is a condition that releases unpleasant odors from the body and was identified in 2004 by the Japanese cosmetic company. Many people over 40 experience Naramai but are unaware of its source or know how to treat it. Now when you make a purchase, you will receive a Purifying Body Scrub (Reg. \$14) for free! Enter "Chopsticks NY" in the Comment field to receive this exclusive promotion. Offer valid until the end of July. Tel: 212-461-1341 | [www.hanadayspa.com](http://www.hanadayspa.com)

#### Custom Fit Lingerie Summer Clearance Sale

[tinyurl.com](http://tinyurl.com)

Until the end of August, the custom fit lingerie store, Custom Fit Lingerie, is conducting a summer clearance sale. From Isabelle New York, a brand renowned for its supporting and shaping ability, Secret Garden lingerie sets will be available for \$55.30 (Reg. \$79). Mold-Hon Wee bras for \$49.60 (Reg. \$58) and lace corsets for \$50.40 (Reg. \$73). Matching bottoms will also be discounted between 30% and 58%. From the famous lined, corset, baby dolls, pajamas and sleep wear will be up to 50% off. Customers who bring this article to the store will receive a free sample of Secret Lingerie laundry detergent and \$5 off any purchase over \$50 excluding sale merchandise. Also, Yuki Hyodo is back to present her shape wear line Yukine Inc. See her on July 21 at the Madison Avenue location, from 7-10 p.m. The store is expected to be very busy during the sale so please schedule an appointment for fittings.

**Contact:** 40 Hudson Ave., (bet. 2nd & 3rd Aves.)

New York, NY 10013

**Midtown**

153-20 3rd Ave. Sun 8/1, 2PM

**Riverside**

72, Riverside Ave. 212-599-2323

**Uptown**

101 Madison Avenue, from 7-10 p.m. The store is expected to be very busy during the sale so please schedule an appointment for fittings.

**Contact:** 40 Hudson Ave., (bet. 2nd & 3rd Aves.)

New York, NY 10013

**Flushing**

212, Flushing Ave. 718-353-1361

**Long Island**

100, Bellmore Ave. 516-223-1000

**Westchester**

100, White Plains Rd. 914-682-2222

**Yukine Inc.**

153-20 3rd Ave. 914-362-2323

**Yukine Inc.**

72, Riverside Ave. 212-599-2323

**Yukine Inc.**

153-20 3rd Ave. 914-362-2323

**Yukine Inc.**

101 Madison Avenue. 212-599-2323

**Yukine Inc.**

153-20 3rd Ave. 914-362-2323

**Yukine Inc.**

100, Bellmore Ave. 516-223-1000

**Yukine Inc.**

212, Flushing Ave. 718-353-1361

**Yukine Inc.**

100, White Plains Rd. 914-682-2222

**Yukine Inc.**

153-20 3rd Ave. 914-362-2323

**Yukine Inc.**

72, Riverside Ave. 212-599-2323

**Yukine Inc.**

101 Madison Avenue. 212-599-2323

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153-20 3rd Ave. 914-362-2323

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dition of China Airlines' Inflight, non-stop flight service. For only \$1,099, this exclusive Kansai travel package includes round-trip airfare on China Airlines from New York's JFK Airport to Osaka's Kansai Airport, a 3-night hotel stay in Kyoto at the Kyoto Tokyu Hotel, and also the option to extend your stay in Kyoto or anywhere else within Japan and experience its beauty at an affordable price. For more details and information, please call or visit Kansai's website.

**Location:** 1299 Avenue of the Americas, Ste. 100  
**Phone:** Ext. 8-1200; [www.kansair.com](http://www.kansair.com)  
**Toll-Free:** 800-425-2000  
**E-mail:** [kansair@kansair.com](mailto:kansair@kansair.com)  
[www.japanflykyoto.com](http://www.japanflykyoto.com)



#### Frother Hair Extensions

##### Sakura Mats

Located in Soho, Sakura Mats' experienced staff of professionals make up what's continually strive to create a comfortable salon space for customers. Now Sakura Mats is offering feather hair extensions, which is the latest way to create visually stunning effects, colors, and patterns by using natural highlights. Their wide selection of

extensions come in breathable, natural tones to blend in with your natural hair color, and it looks easy to maintain. If you're looking to add a little flair to your current style, this could be a great solution. Feather hair extension prices are \$70 and up.

**Location:** 224 Sullivan St.  
**Phone:** 212-964-4200  
**E-mail:** [sakuramats@optonline.net](mailto:sakuramats@optonline.net)  
[www.sakuramats.com](http://www.sakuramats.com)  
[Sakuramats@optonline.com](mailto:Sakuramats@optonline.com)



#### Happy Hour Thrice-Fix Course Menu and One Free Beverage Chaperone NY Readers

##### Yukata Restaurant

"Japanese restaurant," Yukata Restaurant in the East Village is now offering a happy hour pre-fix course menu from 5:30 pm - 7:30 pm for \$25. Enjoy their dishes prepared by the former Michelin restaurant chef at an affordable price. Also, don't forget to mention Chopsticks NY when ordering the pre-fix menu, they'll offer you a free glass of beer along with your meal.

**Location:** 501 E. 16th St., Ste. 3rd & 4th Aves.  
**Phone:** 212-260-0009  
**E-mail:** 212-257-4347  
[www.yukatany.com](http://www.yukatany.com)

#### All-Japan Fair Features Sales and Free Sampling

##### Ayameirete USA, Inc.

At Ayameirete Marketplace from July 21 through 24, the Japanese seasoning and food product company, Ayameirete USA, Inc., will conduct the Ayameirete Fair, offering sales on many of their products, as well as free sampling and demonstrations. The demonstrations, which will show how to make bento (gourmet lunch boxes) items such as yuza-don (rice and yuzu beef) and gyano (cucumber) will take place on the 23rd and 24th from 10 am - 6:30 pm and on the 26th and the 27th from 11 am - 5:30 pm. Almost all Ayameirete products will be on site throughout the event including, Sosaku (Surplesing), Shousan Dashi-Boga, Goya Seimen (Gyoza), Teriyaki, Fried Rice!, Katsu-gyo, Gyo-Don no Da, Hontoku, Cook-On and Gyoza Sushi. Location: Ayameirete Marketplace  
 383 River Rd., Edgewater, NJ 07020  
 Tel: 201-941-9112  
[www.ayameirete.com/english.html](http://www.ayameirete.com/english.html)

#### Pre-Order English Adaptation of Haruki Murakami's "1Q84"

##### Kirkbyville Booksellers

Kirkbyville Booksellers is now taking pre-orders for Murakami's best selling novel "1Q84", which will be released in English by Vintage Press in late October. If you get your copy by pre-ordering through Kirkbyville, you will earn a special discount, which will automatically enter you into a raffle for possible prizes, including a chance to receive a free copy of "IQ84". Please contact the store for more details.

**Location:** 1023 Avenue of the Americas, Ste. 400B & Flr 5th  
**Phone:** 212-248-1118  
**E-mail:** 212-259-4447  
[www.kirkbyville.com](http://www.kirkbyville.com)

#### Yukata Festival with Special Guests

##### Gyo-katsu

Japanese barbecue house, Gyo-katsu Matsuya and Gyo-

## The 2011 All American International Karate Competition Held in New York Kyokushin Karate



On June 16, the '10th All American International Karate Competition was held in the Hunter College Sportsplex in New York. 140 men and women from 16 countries participated. In the men's division, the 5-time All American Open champion (overton Timothy Brazil) and last year's champion (Edvaldo Ferreira) (Brazil) were thought to be the favorites. Just the two competitors participating in the finals were Zabian Isompeyn (Kuwait) and Godinho (Argentina) (Russia), with Dempsey winning his 2nd championship. In the women's division, Elena Vassilieva (Russia) won the title. Participants were really enthusiastic about the unexpected result and one could feel the deeply rooted love of Karate in America.

##### Info: Kyokushin Karate

[www.kyokushinkarateusa.com](http://www.kyokushinkarateusa.com)  
 265 Madison Ave. Ste. 200 W.D., 5th Fl., New York, NY 10016  
 Tel: 212-947-8226



Kuka East Village will present their annual summer promotion, the Yohaku Festival, from Aug. 1 through Sept. 5. During this time a number of eight dollar specials will be on hand. (Innominato-Miso Oden (\$8); with miso soup) will be available for \$8; pitchers of Kura Beer for \$8; and Gyu-Kaku's original yogurt sake will also be \$8.

**Location:** (Midtown)

**Address:** 2nd Ave., 2nd Fl., (bet 5th & 6th Sts.), New York, NY 10022

(East Village)

**Tel:** 212-420-8400 (Ext.) New York, NY 10003

**Tel:** 212-423-4216 (Midtown) / 212-425-2881 (East Village)

[www.gyu-kaku.com](http://www.gyu-kaku.com)



#### Free Bottle of Sake in Chopsticks NY Promotions

**Kitschy**

On Mondays and Tuesdays during August, the sake and teppan bar, Chopsticks is offering one free bottle (100ml) of "Pony" sake from Chiyoda Sake brewery in Chiyoda-ku, Tokyo, Japan who distill in the environment. Limit one bottle per group. You must bring this bottle of Chiyoda-ku, Tokyo to claim your bottle.

**Location:** 2 W 25th St.

**Address:** Broadway & 25th Ave., 2nd Fl.

New York, NY 10001

**Tel:** 212-415-2722

[www.chopsticksnyc.com](http://www.chopsticksnyc.com)



**New York, NY 10030**  
**Tel:** (Bistro) 212-734-2700  
**Tel:** (Ext.) 212-734-2700  
[www.sushidreams.com](http://www.sushidreams.com)

#### All-You-Can-Eat Tuna Family Special!

**Karen Bar & Grill**



Karen Bar & Grill, the new Japanese restaurant in Midtown that opened in June, is offering a "Summer Vacation All-You-Can-Eat Tuna Family Special" on Saturday evenings until the end of August. For \$75 for two adults and two children, the special includes: maguro (tuna) sashimi and nigiri wash, toro maki (tuna roll), shrimp and vegetable tempura, soft shell crab, searim, ottosuke (sprouts) and a special dessert.

**Location:** 216 St., Bet. 3rd & Madison Aves.  
**New York, NY 10036**  
**Tel:** 212-533-4337 / [www.sunderlandgrill.com](http://www.sunderlandgrill.com)

#### Hair Salons Offers Three Summer Deals

**RH Plus Salon**

Until the end of August, RH Plus Salon is offering three special promotions that will make your hair healthy and shiny. First, customers who buy a strengthening perm or digital perm will receive a free Day Hair Pack (\$30 value). Second, those who order a strengthening perm with our specifying no specific style will get \$50 off a strengthening perm and 50% off a cut. Finally, you'll get 50% off Scouring Solution Colorless Luminance, which strengthens and strengthens. Hair care is not in strong in Japanese strengthening.

**Location:** 425 2nd Ave., (bet 49th & 50th Sts.), 2nd Fl.

**New York, NY 10019**

**Tel:** 212-544-0554 / [www.rhplus.com](http://www.rhplus.com)

**Free Cut with Enthuseine Luminance Treatment for Chopsticks NY Readers**

**VARTALI SALON**

The Midtown salon frequented by models, actors and celebrities, VARTALI SALON is presenting a special campaign until August 31. Just mention Chopsticks NY when

## Football Star Steve Smith Promotes House Foods Tofu

### House Foods

New York Giants star Steve Smith has partnered with House Foods, one of the largest tofu manufacturers in the U.S., in a campaign to promote their tofu to a wider demographic. In a culture where many men believe that eating tofu is not cool, House Foods hopes that Steve Smith will be able to change that perception by leading by example and proving to Americans that "real men eat tofu". The partnership will include live events, advertisements, and a website (housefoodeats.com) with event information, recipes, and more. Steve recently appeared at the launch party for House Foods' new Super Firm Tofu at the House Foods Test Kitchen in Edgewater, New Jersey.

Steve Smith began eating tofu with miso soup when he was in high school and it quickly became his favorite food. He loves the lightness and versatility of tofu that when cooked on the flavor of different seasonings and because it's packed with healthy protein instead of a regular foods. "The healthier eat, the better shaped I am,

and the better I perform on the field," he said.

With the help of Steve Smith, House Foods hopes to change the perception of tofu in the U.S., making it more widespread and accepted especially among young men and boys.

[www.housefoodeats.com](http://www.housefoodeats.com)

[www.house-foods.com](http://www.house-foods.com)



#### SushiLovers Madison Ave. Readers After Remodel

**Backstage**

After one month of renovations, SushiLovers Madison Avenue reopened on July 5. Also SushiLovers Off-Avenue, which has been open 7 days a week during the renovation, will return to its normal schedule, closing on Sundays. SushiLovers is a long-standing chain restaurant specializing in Edomae (Tokyo-style) sushi with over 50 locations in Japan. SushiLovers first opened in New York 26 years ago, and they have been serving authentic sushi, prepared by skilled sushi chefs, to New Yorkers ever since.

**Location:** (Madison Ave.) 112 E. 49th St.

**Address:** 25th Ave., New York, NY 10017

**Tel:** (212) 423-4950, (bet. 4th & 5th Aves.)

you make an appointment with certified stylist, Mimos for a Cutmore Luminance Treatment and you get a free car (\$95 value). Cutmore Luminance gets the fuzz out of your hair without using formaldehyde. The result is natural straight hair with more volume than Japanese Straightening. Call for details.

Location: 48 E. 54th St., near Park & Madison Aves. (2nd Fl.)

New York, NY 10022

Tel: 212-935-4445 | [www.cutmore.com](http://www.cutmore.com)

#### **Mein Gel-Cool Lunch Box Summer Promotion Lunch-a-Porter**

Lunch-a-Porter provides a variety of stylish lunch gear that is thoughtfully crafted, functional, and easy-friendly. Now, to help keep your lunches fresh and cool during the summertime, Lunch-a-Porter is unveiling their new Gel-Cool 2011 Collection (Bento) Boxes. What's special about this collection of lunch boxes is that it contains a freezeable non-toxic gel inside the lid, perfect for taking on picnics and sporting events. Receive a 10% discount on all Gel-Cool bento boxes when you make a purchase on their website. Just enter the code "sunmanga10" at checkout and that's it! Offer is valid until Aug. 31. [www.lunchaporter.com](http://www.lunchaporter.com)



#### **Choral Members Wanted For Memorial Concert**

##### **Japan Choral Harmony**

The 4th Annual Choral Wind Memorial Concert will be taking place on Saturday, Sep. 10 this year to commemorate the victims of 9/11. The Japan Choral Harmony will be performing at this special event and they're currently seeking choral members. They're looking for someone with choral experience and a good understanding of Japanese. Performers will be joining their finale piece, from Stefano's "Volkslied," with George Siegel and his Manhattan Stringphony Orchestra. Contact Japan Choral Harmony by August 12 to join the performance group. Practice sessions will be held in Midtown Manhattan. For schedule, see [www.volkslied.org](http://www.volkslied.org)

Location: 2 W. 46th St., just South of Penn West

New York, NY 10036

Tel: 673-479-0000

Email: [makoto@japanchoralharmony.com](mailto:makoto@japanchoralharmony.com)

<http://JapanChoralHarmony10.Myspace.com>

# **Japan Earthquake and Tsunami Relief Information**

#### **Groups providing support activities**

**Red Cross** | [www.americancross.org](http://www.americancross.org)  
**Mercy Corps** | [www.mercycorps.org](http://www.mercycorps.org)

#### **And organizations and foundations that accept donations**

##### **Global Giving** | [www.globalgiving.org](http://www.globalgiving.org)

This project will deliver funds to organizations providing relief and emergency services to victims of the earthquake and tsunami. Global Giving is working with UNHCR, Médecins Sans Frontières, Save the Children, and other organizations on the ground.

##### **Aquie Society's Japan Earthquake Relief Fund**

When you donate to [www.aquiesociety.org/japanearthquake.html](http://www.aquiesociety.org/japanearthquake.html), 100% of your generous no-taxable contributions will go to organization(s) that directly help victims recover from the devastating effects of the earthquake and tsunami. You can contribute to the Japan Earthquake Relief Fund via online or by sending your check to: Aquie Society  
333 E 47th St.  
New York, NY 10017  
Attn: Japan Earthquake Relief Fund

##### **JEFCNY** **Global Exchange and Teaching Program Alumni Association of New York**

[http://jefcny.org/JET/1103/11/Japan\\_earthquake.html](http://jefcny.org/JET/1103/11/Japan_earthquake.html)  
JEFCNY will be forwarding 100% of the donations they receive to relief organizations specialized in education/schoolchildren in stricken areas.

##### **Juliet (Japanese Network)**

(no deductible)  
<http://japanesenetwork.org>  
<http://japanesenetwork.org>  
Send to: Juliet Japan Earthquake  
420 Lexington Ave., Suite 1521  
New York, NY 10160  
Note: "Japan Earthquake"

##### **JALCC**

**Japanese American Lions Club Charities, Inc.**  
<http://jalccny.org>  
Tel: 516-369-1683  
Send to: JALCC, 15 W. 46th St., 11th Fl.  
New York, NY 10036

#### **Consulate General of Japan in New York**

Tel: 212-371-8222  
Send to: Consulate General of Japan, 219 Park Ave.,  
New York, NY 10117  
Name: Consulate for Japan Earthquake/Tsunami  
Bank direct deposit:  
Account name: Consulate General of Japan  
Account number: 32680013015125  
ABA number: 026002951  
Account address: Bank of America the institutional  
government account 738 75th St., Hill, 7th Fl.  
Midtown, DC 20005  
Tel: 1-888-715-1000  
(Donations in US dollar only)

#### **The Japanese American Association of New York**

Tel: 212-845-8942  
Email: [info@jaany.org](mailto:info@jaany.org)  
Website: [www.jaany.org](http://www.jaany.org)  
Send to: The Japanese American Association of New York, Inc.  
15 W. 46th St., 11th Fl.  
New York, NY 10036  
Note: "Japan Earthquake Relief Fund"

#### **Japanese Chamber of Commerce and Industry of New York**

[www.jccny.org](http://www.jccny.org)  
Send to: JCC Fund, 145 W. 57th St., New York, NY 10019  
Note: "Japan Earthquake Relief Fund"  
Visit the website to download a tax deduction form

#### **Japanese Children's Society**

Tel: 201-947-4037  
<http://japanchilddomsociety.org>  
Send to: Japanese Children's Society  
8 W. Bayview Ave.  
Englewood Cliffs, NJ 07632  
Note: "Japan earthquake relief fund 2011 for school  
education from New York"

Note: At Chippendales NY, in order to aid the recovery effort in response to the Japan earthquake and tsunami, we will continue to gather and present information about fundraising activities. If you have a fundraising organization or plan a fundraising event, please contact us by email at the following address. Please provide clear information about how the donations money will be used, where to send donations, addresses, etc. We thank you for your support.  
[info@chippendalesny.com](mailto:info@chippendalesny.com)

# JAPAN BLOCK FAIR

## Fujinomiya Yakisoba

The Two Time Winner of the "Yakisoba" Competition  
Japanese Gourmet Test Food Contest!  
Takes the NY Street Fair!

## Men's Swimsuit Competition

Competitors Wanted! For details contact:  
[mensw@japanblockfair.com](mailto:mensw@japanblockfair.com)

THANK YOU  
FOR SUPPORTING JAPAN

Japan Street Festival  
on Madison Ave.  
(bet. 43rd & 44th St.)

August 21st (Sun)  
11am - 6pm

Rain or Shine



More info.  
[www.japanblockfair.com](http://www.japanblockfair.com)

\*participating companies are subject to change

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Japan America Society of New York



# Chill out with Regional Summer Crafts

## Matsumoto Uchiwa Fan Cards



Breathe the heat with these traditional uchiwa fans. Symbolizing summer in Japan, Matsumoto uchiwa fans date back to the Edo period when residents of the Matsumoto fief began crafting fans by spreading cloth over bamboo frames. These fans feature famous images from 100 poems.

Item number: W01655 JP ¥3,800 (US \$35.29)

## Purse-Style Pouch

These cute pouches feature fashionable patterns and purse-style openings. They're small and compact, but you'll be surprised how much they can hold. Available in five patterns.

Item number: W02158 JP ¥1,300 (US \$15.29)



## 3 BONUSES from JSHOPPERS.com

- ① Spend over ¥50,000 and get free shipping and handling!
- ② 30% off special summer items of the week (updated every Wednesday at noon)
- ③ Japanese fashion items up to 60% off!

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JSHOPPERS is accepting donations in support of the relief effort for the Japanese earthquake and tsunami disaster. For details please see the website's main page: [JSHOPPERS.com](http://JSHOPPERS.com)

When you register for a new membership you will receive a 200 point bonus gift redeemable at JSHOPPERS.com. Please enter "CONY" in the field marked "campaign code" when registering.

To order the advertised products, go to [JSHOPPERS.com](http://JSHOPPERS.com) and input the item number and search.

\*The dollar-yen exchange rate used here is \$1=¥86

## Candle 2 w/Stand (2 Candles)



Soothing and aromatic, these Japanese-style candles (ben-irosoku) are hand-made and hand-painted with traditional techniques. The long wicks and vegetable oil bases produce larger and more wind-resistant flames than western candles, and they give off a special, warm, orange-colored light.

Item number: W002001 JP ¥2,200 (US \$25.64)

## Tie Bag (Square)



These small, stylish and versatile bags come with a new design in which you seal the opening. They combine modern Japanese patterns with traditional linings made from han-e decorative lenome fabric lined.

Item number: W020199 JP ¥3,800 (US \$44.71)

## Flower Vase Hibata (Nude Leaf)

One-thousand shape of bamboo are burned by hand using the traditional techniques of Shunji Sanuki Ware to make this breathtaking vase. Perfect for your alcove or living room, this ornate stem captures the essence of summer.

Item number: W002002 JP ¥18,800 (US \$211.78)



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## Cadoozles



- 6 different graphic themes
- solid, wood case design barrel
- Large, colorful eraser
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- Ribbed rubber grip for comfort
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**JFC** INTERNATIONAL

## Annual Sake Tasting Event In Manhattan

# SAKE EXPO & FOOD SHOW 2011

### Fall 2011 Event Features:

- Newly Arrived Items
- Sake Serving Demonstration
- Sake Presentation from Brewers (Kuramoto)
- Food Presentation & Demonstration of JFC recommended items

**EVENT PASS****SAKE EXPO  
& FOOD SHOW**

Manhattan

September 15, 2011

Restaurant/Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Your Name: \_\_\_\_\_

Occupation: \_\_\_\_\_

I have an account with JFC International Inc:  Yes  No

Date : Thursday, September 15, 2011

Time : 11:00 AM - 5:00 PM

Place : The New Yorker Hotel

481 Eighth Avenue

New York, NY 10001

TEL (212) 244-0719

<http://newyorkerhotel.com>Register online today at [www.jfc.com/  
sakeexpo/](http://www.jfc.com/sakeexpo/)

\* This is a Business-to-Business event.

\* Participants must be 21 and over to attend this event.

\* For more information, call JFC NY branch office at (718) 456-8805 or visit [www.SakeExpert.com](http://www.SakeExpert.com).

\* PLEASE SHEAR THIS PASS AT REGISTRATION TIME. THIS IS JFC SALES PERIOD. PRIOR TO EVENT.

\* WHEN PURCHASING MULTIPLE GUESTS FROM YOUR BUSINESSSES, PLEASE MAKE NUMBERS OF COPIES OF THIS EVENT PASS.